

**FOR IMMEDIATE RELEASE**

**CARAT ENTERTAINMENT / MY ENTERTAINMENT COMPANY PROMOTES  
PAT JONES TO SENIOR VICE PRESIDENT ACCOUNT SERVICES**

**NEW YORK, April 23, 2007** — Carat Entertainment / MY Entertainment Company, a leading independent production, packaging, and consulting company and the branded entertainment division of Carat USA, has promoted Pat Jones to senior vice president of account services. Most recently, Ms. Jones served as vice president and director of account services for Carat Entertainment / MY Entertainment Company. The announcement was made today by Michael Yudin, president of MY Entertainment Company and managing director of Carat Entertainment.

“Pat’s strong leadership as VP/director of account services for the past two years has benefited our organization tremendously,” said Mr. Yudin. “She has developed key relationships with our clients and internally across departments while initiating several successful branded entertainment program initiatives.”

Recently named as Chair of the AAAA (4As) Branded Entertainment Committee, Ms. Jones has overseen television series involving sponsors such Schick, Jenny Craig and Stolichnaya while with Carat Entertainment / MY Entertainment. Previously she has held numerous positions in marketing as well as live event and television production. Her television production credits include *Autorox* on Spike TV (co-executive producer), *USO Comedy Tour* on Comedy Central (talent producer) and *Tease* on Oxygen (producer). Additionally, while with General Motors EventWorks, she developed and managed the 1999 *Hard Rock RockFest* project (an MTV special presented by Oldsmobile Alero) and at the XIX Winter Olympic Games in Park City, Utah, she produced live musical performances on the *GM Olympic Stage* and the live closed-circuit television show *Bud Greenspan’s 10 Best Winter Olympians of all Time*.

**About MY Entertainment Company LLC**

MY Entertainment Company LLC is a leading independent production, packaging and consulting company. MY Entertainment has recently produced shows for Comedy Central, Oxygen, Spike TV, and the Food Network, including *Pros vs. Joes* (Spike), *Bar Mitzvah of Comedy Central*, *King of Vegas* (Comedy Central), and *Tease* (Oxygen).

The company, which is headquartered in New York, was founded in 2000 by its president, Michael Yudin. Mr. Yudin, who began his career as a page for NBC, is recognized over the last three decades as a pioneer in marrying high quality television productions with marketers that deliver new revenue streams and added value to both advertisers and networks alike. In this regard he also serves as managing director of Carat Entertainment, a branded entertainment division he helped launch for Carat USA (part of the Aegis Group’s global network) in 2005.

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Mr. Yudin served as senior vice president of programming for Viacom Entertainment and Paramount Television. As president of Telescene Entertainment he was responsible for the development and production of several series including: *Student Bodies* (Fox), *Live Through This* (MTV) and *Big Wolf on Campus* (Family Channel). He began in television production with Reeves Entertainment (part of Thames Television) after beginning his career in media and programming on the advertising agency side of the business with McCann Erickson and Backer Spielvogel.

### **About Carat**

Carat is a media-centric, diversified marketing services company managing over \$7 billion in U.S. billings. With over \$24 billion in global billings, Carat is the world's fourth largest media services network, with over 100 offices in over 60 countries. Carat is transforming communications – creating communications that transform clients' businesses and leading transformation of the communications world. Carat provides a full range of services – including media and market research; communications planning; media planning and buying; multicultural communications; corporate trade; branded entertainment; direct and digital marketing; experiential and sponsorship services; and marketing analytics and consulting. Carat is part of the Aegis Group – a leading marketing services company listed on the London Stock Exchange. For more information, visit the company's website at [www.carat.com](http://www.carat.com).

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