



For Immediate Release

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THE KAPLAN THALER GROUP AND SPARK COMMUNICATIONS WIN NAPA AUTO PARTS

NEW YORK (December 18, 2009) – The Kaplan Thaler Group today announced it has been awarded the NAPA AUTO PARTS advertising business. As lead Agency, it will oversee all of NAPA’s brand, retail and trade communications, with responsibilities encompassing advertising, digital marketing and point-of-sale collateral. Spark Communications, which pitched the business with The Kaplan Thaler Group, has been awarded the media planning and buying. Both shops are part of the Publicis Groupe. The win is the result of a formal review process led by The Bedford Group of Atlanta.

“We are thrilled to be working with NAPA. The brand’s strong reputation provides a great foundation from which to build a strategic and highly-targeted communications program. We see great opportunities ahead for NAPA and are looking forward to being a part of their evolution and growth,” said Linda Kaplan Thaler, CEO and Chief Creative Officer of The Kaplan Thaler Group.

“We were immediately impressed by The Kaplan Thaler Group’s deep understanding of our brand’s needs and their ability to deliver across all platforms, especially digital,” said Gaylord Spencer, VP, Marketing Strategy. “We are excited about the partnership with The Kaplan Thaler Group and Spark and the new opportunities it provides us to drive growth in each area of our business.”

About NAPA:

NAPA was founded in 1925 to meet America's growing need for an auto parts distribution system. NAPA has grown to over 6,000 NAPA AUTO PARTS stores, 64 distribution centers with over 400,000 part numbers in inventory and more than 13,000 NAPA AutoCare and AutoCare Collision Centers nationwide.

About The Kaplan Thaler Group:

The Kaplan Thaler Group www.kaplanthaler.com has been ranked by industry publications as one of the fastest-growing advertising agencies in the U.S. and is touted for its breakthrough creative and immediate results. The Agency’s blue-chip client roster includes: Procter & Gamble’s Dawn, Swiffer, Cascade and Aussie brands, Aflac Incorporated, Champion, Continental Airlines, Pfizer, U.S. Bank and Wendy’s. The Kaplan Thaler Group is part of the Publicis Groupe, one of the world’s largest communications holding companies.

About Spark Communications:

Spark Communications www.sparksmg.com is a full-service media division of Starcom MediaVest Group, which is ranked one of the largest media communications agencies in the world and encompasses an integrated network of highly specialized consumer contact companies. Spark Communications orchestrates dynamic connections that link people to brands and leverages the vast resources of one of the largest marketing organizations in the world at the speed of today's digital environment. Everything begins with a spark, whether insight, technology or consumer trend.

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