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Schematic Adds Laura Best as VP, Client Services and Michael Kraabel as Creative Director to Firm's Fast Growing Minneapolis Office

New Execs to Serve as Agency Leads on Target Account and Contribute to Agency Development in the Midwest Region

MINNEAPOLIS (October 5, 2009) Schematic, a WPP company, announced today the addition of Laura Best as vice president, client services and Michael Kraabel as creative director to its fast growing Minneapolis office. The new executives each bring more than a decade of interactive experience to Schematic with experience developing and executing digital campaigns for some of the world's largest brands. At Schematic, Best and Kraabel will serve on the team leading the firm's Target account with additional responsibilities for developing the firm's business in the Minneapolis market.

Best joins Schematic from Ameriprise Financial where she served as director, interactive marketing and was responsible for leading the group in charge of Ameriprise's online advisor marketing program and the Ameriprise.com website. At Schematic, Best will lead the Target account team and contribute to agency development in the Minneapolis market. Prior to her position at Ameriprise, Best worked as an account director at creative agency space150 where she managed interactive initiatives for clients including Fair Isaac and Target. A native of the United Kingdom, Best graduated from the University of Warwick with a bachelor's degree in History.

As creative director, Kraabel will be responsible for leading the design and implementation of digital initiatives for Schematic's Target account. He joins Schematic from Gage Group where he served as group creative director guiding campaigns for clients including Microsoft, Symantec, 3M and U.S. Bank. Previously, he worked on both the client and agency sides in developing interactive strategies for several start-ups. A member of the Minnesota Interactive Marketing Association (MIMA) Board of Directors for the past five years, Kraabel is a frequent lecturer in interactive strategy at several local universities. He holds a B.A. in Political Science from St. John's University.

"It is a great pleasure to welcome Mike and Laura to Schematic's Minneapolis office," said Andrew Solmssen, general manager and EVP at Schematic. "Each of them has a stellar record of helping to grow their clients' businesses through smart digital initiatives and are experts in developing and implementing effective interactive campaigns. We are pleased to add them to the Schematic team and think their deep ties within the local business community will be a great plus as we continue to expand our Minneapolis location."

Beginning with an initial web development assignment in 2005, Schematic has since grown its partnership with Target into a comprehensive strategic relationship encompassing a broad range of the retailer's interactive initiatives, including online and in-store experiences.

About Schematic

Schematic, a WPP company, creates powerful, multi-platform interactive experiences for the world's largest brands. Servicing Fortune 1000 companies including Target, Nokia, Comcast, NBC, Dell and Microsoft, the firm develops user-focused interactive marketing and innovation solutions that help clients build brands and delight customers across digital channels. Recognized by both Advertising Age and AdWeek as one of the industry's most innovative firms, Schematic is headquartered in New York with additional offices in Atlanta, Austin, Los Angeles, London, Minneapolis, San Francisco and San Jose, Costa Rica.