

Press Release

Columbus Media Evolves with New Name, Global CEO, and Additional Global Partners

Privately Owned International Media Agency Network, Local Planet, includes Horizon Media, CoSpirit MediaTrack, Percept Media, and Zertem Communication

Date April 18 2016

Location New York, NY



NEW YORK, NY, April 18, 2016 — Horizon Media announced today the evolution of Columbus Media, the largest privately owned international media agency network in the world, to a more formalized agency network model, named Local Planet, that is wholly owned by its global agency partners. Local Planet launches today with 40 agencies and 3,000 local market media experts.

Local Planet's mission is to provide its international clients with a level playing field in accessing strategy, value, transparency, technology and talent. Local Planet will operate in over 40 markets across the globe and includes Horizon Media (United States), the7stars (United Kingdom), Zertem



Communication Group (Spain), Media Italia (Italy), Pilot (Germany), CoSpirit MediaTrack (France), Tre Kronor (Sweden), and Percept Media (India), among its network agencies.

Martyn Rattle, formerly Global CEO of Vizeum and Global Chief Client Officer of Aegis Media, has been named Global CEO of Local Planet. Bill Koenigsberg, President, Founder and CEO of Horizon Media, the largest and fastest growing privately held media services agency in the world, has been named Chairman of the network.

“Global marketers are looking for an alternative, a more agile, data-driven and service oriented solution built around their specific needs,” said Bill Koenigsberg, President, CEO and Founder of Horizon Media and Chairman of Local Planet. “By more closely integrating our most innovative and entrepreneurial agency partners from around the world, our clients not only benefit from our scale in the market but can take every speed to market advantage that independent agencies offer.”

“The shared experiences of starting successful independent agencies from scratch is an important factor behind our launch. All of our Local Planet’s agency partners have found success by creating value for its clients,” said Martyn Rattle, Global CEO of Local Planet. “We are now bringing that start-up spirit to our international network. We have come together to offer a genuine alternative; we want to work together with clients in the pursuit of shared success.”

Local Planet is a privately owned network of shareholder agencies and an evolution of the former Columbus Media International network of which Horizon Media was a founding partner. Each Local Planet agency is born and bred in its local market providing powerful insights to clients that can only come from those intricately familiar with the fabric of the local marketplace.

Local Planet offers its clients tailored technology and data solutions through its local and international partnerships, rather than offering a ‘one size fits all’ approach. The network agencies currently work with some of the world’s most recognizable brands, including Geico, Capital One, Nike, IKEA, Viacom, Pfizer, H&M, and Kayak, among others.

About Local Planet

Local Planet is the world’s only privately owned international media network. Wholly owned by its agency partners, Local Planet operates in over 40 markets globally, has more than 3,000 staff, and boasts billings in excess of \$10 billion. The network’s mission is to provide its international clients with a level playing field in accessing strategy, value, transparency, technology and talent.

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