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MOSAIC APPOINTS STEPHEN P. DONOVAN, JR. TO BOARD OF DIRECTORS
Procter & Gamble veteran brings broad expertise to company

DALLAS—(May 5, 2005)— Mosaic, the leading field sales and marketing company whose people are changing the way brands connect with consumers, today announced Steven P. Donovan, Jr. as the newest member of its board of directors. A 35-year veteran of the Procter & Gamble Company (NYSE: PG), Donovan held a number of senior positions in marketing and general management with Procter & Gamble, including President – Global Beverage and North America Food and Beverage. Donovan retired from Procter & Gamble in 2002.

“We’re thrilled to have Steve on our board,” said Mosaic chief executive officer Jim Rose. “His strategic insight and understanding of what drives consumers is invaluable to Mosaic as we continue to lead in the consumer-centric movement.”

Under Donovan’s leadership, Procter & Gamble product lines expanded globally, saw record sales and profit growth in fabric and home care and a return to consistent sales and profit growth in the food and beverage business. Donovan also was instrumental in leading a restructuring program that improved the company’s competitiveness and long-term growth potential.

Donovan holds a BS from the University of Massachusetts.

About Mosaic

For forward-thinking companies intent upon optimizing their brand investment, Mosaic (www.mosaic.com) is the field sales and marketing company whose people are changing the way brands connect with consumers. Mosaic provides “people-facing” solutions in consumer and business-to-business environments through dedicated client teams in merchandising, selling, customer acquisition and event marketing service areas. Mosaic’s field specialists embody the image and soul of the brands they represent, providing clients a solution for the last three feet of the sale that maximizes ROI.

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