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**MOSAIC ANNOUNCES FRED SQUIRES AS SENIOR VICE PRESIDENT OF  
INFORMATON TECHNOLOGY**

DALLAS—(December 14, 2004)— Mosaic, a field sales and marketing company whose people are changing the way brands connect with consumers, today announced Fred Squires as senior vice president of information technology (IT). Squires will lead Mosaic's IT function and play an integral role as part of its senior leadership team, reporting directly to Chief Executive Officer Jim Rose.

"We're excited to have Fred as a member of our strong leadership team," said Rose. "His broad expertise in the field of IT will further Mosaic's industry-leading technology infrastructure, the 'power behind our people.' This ability to gather critical information at retail will continue to provide valuable insights that help our clients evolve their brand strategies and achieve their business goals."

In addition, Squires will oversee Mosaic's comprehensive digital work environment, which includes managing work force logistics relating to hiring and training employees.

Squires brings more than 25 years of IT experience to Mosaic. His main focus has been on the delivery of cost effective, high performance IT infrastructures and applications that address complex business problems. Before joining Mosaic, Squires was Vice President and Chief Information Officer at Remington Products Company, based in Bridgeport, Connecticut. Prior to that, he worked in IT leadership positions for Allied/Bunker Ramo and Bristol Babcock, also based in Connecticut.

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**About Mosaic**

For forward-thinking companies intent upon optimizing their brand investment, Mosaic ([www.mosaic.com](http://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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