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STANLEY R. JAFFE NAMED TO MOSAIC BOARD OF DIRECTORS

DALLAS—(May 5, 2005)— Mosaic, the leading field sales and marketing company whose people are changing the way brands connect with consumers, announced Stanley R. Jaffe has been elected to Mosaic's board of directors. Jaffe's extensive experience in the entertainment industry includes leadership at Paramount Communications Inc. and Columbia Pictures Entertainment. Jaffe also co-founded Jaffe-Lansing Productions with Sherry Lansing and has worked as an independent film producer.

"Stanley is a legend in the entertainment industry," said Jim Rose, chief executive officer of Mosaic. "The immense knowledge he possesses, gained from his extensive, distinguished career, serves Mosaic well in categories and industries beyond entertainment."

As President, Chief Operating Officer and Board Member of Paramount Communications Inc., Jaffe oversaw the operations of all Paramount's major divisions, including Paramount Pictures, Paramount Television, Simon & Schuster Publishing, Paramount Technology Group, Madison Square Garden and Paramount Parks. During his tenure at Paramount, he reduced overhead, improved operating results and increased asset values. He also increased shareholder value over 80 percent. As a film producer with Stanley Jaffe Productions and later Jaffe-Lansing Productions, Jaffe was responsible for numerous films, including "Kramer vs. Kramer," "Fatal Attraction" and "The Accused."

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Since 1994 Jaffe has owned Jaffilms LLC, which produces motion pictures for Paramount Pictures, Miramax Films and Sony Pictures Entertainment. Jaffe has also served on various boards, including the Motion Picture Association of America, The National Basketball Association, The National Hockey League and The New York Public Library. He is a former member of the Academy of Motion Picture Arts and Sciences and holds an undergraduate degree from the University of Pennsylvania's Wharton School of Finance and Commerce.

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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