

COUNTRYWIDE FINANCIAL CORPORATION AWARDS DIRECT RESPONSE TELEVISION ADVERTISING TO EURO RSCG 4D DRTV

Portland, OR and Carlsbad, CA; December 14, 2004 – Countrywide Financial Corporation (NYSE: CFC), America's #1 residential lender, has selected Euro RSCG 4D DRTV to manage its direct response television advertising programs.

"We are honored that Countrywide has chosen us to partner with them in marketing their products and services to consumers," says Steve Netzley, Chief Operations Officer, Euro RSCG 4D DRTV. "Countrywide's decision demonstrates the measurable power of DRTV in acquiring new customers."

"Direct response television is a burgeoning medium that marries the reach of TV with immediate return on investment feedback," said Mary Boston, Senior Vice President and Manager of FSL Marketing for Countrywide. "We're excited to add this to our marketing mix as another tool to help reach our market share goals."

About Countrywide Financial

Founded in 1969, Countrywide Financial Corporation (NYSE: CFC) – America's #1 residential lender as ranked by *Inside Mortgage Finance* (copyright 2004) -- is a member of the S&P 500 and Fortune 500. Countrywide, through its subsidiaries, provides mortgage banking and diversified financial services in domestic and international markets. Mortgage banking businesses include loan production and servicing principally through Countrywide Home Loans, Inc., which originates, purchases, securitizes, sells, and services primarily prime-quality loans. The company is headquartered in Calabasas, California and has more than 40,000 employees with over 600 offices. For more information about the company, visit Countrywide's Web site at www.countrywide.com.

About Euro RSCG 4D DRTV

With offices in Portland, OR and Carlsbad, CA, Euro RSCG 4D DRTV is the largest full-service DRTV agency in the United States. Euro RSCG 4D DRTV provides fully integrated DRTV services—including research, creative, production, media and logistics – to a variety of clients, including several Fortune 1000 companies. Euro RSCG 4D DRTV has managed campaigns that have generated over \$7 billion in sales. With over sixteen years of experience, Euro RSCG 4D DRTV has managed hundreds of programs for clients such as AT&T Wireless, Bissell Homecare, Inc., Select Comfort, Good Times Entertainment, Hewlett-Packard, MSN TV, Savvier and Whitney Education Group.

Euro RSCG Worldwide, a leading integrated marketing communications agency, is made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, and Asia Pacific. Euro RSCG provides advertising, marketing services, corporate communications, and interactive solutions to global, regional, and local clients. The agency's client roster includes Airbus, Air France, Aventis, BNP Paribas, Capgemini, Danone Group, Intel Corporation, LVMH Louis Vuitton, MCI, Polaroid, PSA Peugeot Citroën, Reckitt Benckiser, and Volvo. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (NASDAQ: HAVS – Euronext Paris SA: HAV.PA).