



PUBLICIS GROUPE

INTERNAL NOTE

Paris, April 4, 2007

New Organization of Production Platforms for Global Growth

I am proud to announce the following organizational changes within the Publicis Groupe Production Platforms that reaffirm our commitment to these strategically important operations.

To ensure that Publicis Groupe continues to deliver our seamless holistic promise to clients, we must remain at the forefront of world-class digital workflow systems and solutions around the world, by taking maximum advantage of emerging technologies and developing consistent excellence across all geographies. This effort involves maximizing efficiency and quality through the sharing of best practices and the centralisation of procurement wherever possible.

Therefore, Jean-Francois Valent, currently CEO of Mundocom and MarketForward, will become the new CEO, Production Platforms Worldwide, reporting directly to myself. Effective immediately, Jean-Francois will assume global responsibility for the Production Platforms offering, overseeing Capps USA, Mundocom and MarketForward.

In this new role, Jean-Francois will build on the unique understanding he has developed of production-related technologies and production execution to further develop business in this area, both with Groupe agencies, and, where appropriate, with clients outside of the Groupe. He will focus not only on the USA and France, but also on other strategic markets where a centralised approach can add value to our clients and their business.

In addition, Doug Kohler just joined the Groupe to become CEO of Capps USA, overseeing Chicago and New York, as well as i4design. Based in Chicago, Doug replaces Brent Moncrief who recently left the company, and will build and develop capabilities in the USA, in particular, in the area of digital workflow with James Haney and Ken Wiesman. Working closely with Michael Caravaglia, who continues to lead Capps New York, Doug will build on the solid progress already underway in that office.

We are fortunate to have Doug on board as he brings over 20 years of experience leading creative, production and client service functions for global strategic creative service companies. His insights on how other Fortune 500 companies are placing greater value on their global branding initiatives across all print media will only increase the quality of our own global Production Platforms.

Please join me in congratulating Jean-Francois on his new role, and welcoming Doug to the Publicis Groupe family.

Viva la Difference !

John Farrell
CEO, SAMS Worldwide