



## PUBLICIS GROUPE

---

### PRESS RELEASE

---

## **Peggy Nahmany is named Director of External Communications of Publicis Groupe**

**Paris – October 22, 2007** – Peggy Nahmany has joined Publicis Groupe as Director of External Communications. Among her responsibilities, Peggy will oversee the Groupe's relations with the media both in France and internationally. She will report to John Rossant, Vice President, Communications and Public Affairs of Publicis Groupe.

Peggy Nahmany, 39, was most recently Director of External Relations of French retail and luxury goods giant PPR (ex-Pinault Printemps Redoute), where she was responsible for the group's media and public relations from 2006 to 2007. Prior to PPR, Peggy worked at Havas group where she spent a total of fourteen years. From July 2004 to December 2005, she was Director of External Relations at Havas. From 1997 to 2004, she spent seven years in New York at Euro RSCG Worldwide headquarters. From 2000 to 2004, she was Global Communications Director of Euro RSCG Worldwide's group and from 1997 to 2000 as Global Communications Manager. Previously, she was based in Paris, and served as Euro RSCG Worldwide's Press Officer, handling media relations for Euro RSCG's European operations (1995-1997). Prior to that, she was International Coordinator of Eurocom, conducting international market research for new business (1992-1995). She started her advertising career in the new business department as an intern at HDM (1991-1992). Peggy graduated from the Institut Supérieur de Gestion (ISG) in Paris.

Peggy will take on many of the responsibilities of Eve Magnant, Vice President Corporate Communications. Eve, who is on a reduced work schedule for health reasons, will henceforth focus her attention on Corporate Social Responsibility and Pro Bono activities of the Groupe.

*"Peggy is a seasoned press and public relations professional and I am looking for Peggy to play a critical role in making sure our external communication is of the highest possible quality. I want to seize this opportunity to thank Eve Magnant, who has done a remarkable job over the last five years in guiding the communications of the Groupe,"* commented John Rossant.

\* \* \*

**Publicis Groupe** (Euronext Paris: FR0000130577) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; interactive and digital marketing, marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and with a worldwide leadership in healthcare communications.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

<b>Peggy Nahmany's contact information:</b>	<b>Press Contact: Kasha Kruse</b>
Tel : +33 (0)1 44 43 72 83	Tel : +33 (0)1 44 43 79 98
E-mail : <a href="mailto:peggy.nahmany@publicisgroupe.com">peggy.nahmany@publicisgroupe.com</a>	Email: <a href="mailto:kasha.kruse@publicisgroupe.com">kasha.kruse@publicisgroupe.com</a>