



## PUBLICIS GROUPE

---

### INTERNAL NOTE

---

January 9, 2008

Dear all,

I am very proud and moved to inform you of a wonderful landmark in the history of Publicis Groupe: the induction of Marcel Bleustein-Blanchet, the founder of our Groupe, into the American Advertising Federation's Hall of Fame. The AAF will be making public this announcement tomorrow.

This is a great honour for any ad man, but it is a truly unique one for Marcel, for his daughter Elisabeth Badinter, and for the 44,000 men and women of our Groupe: Marcel Bleustein-Blanchet has become the very first international adman to win this distinction since the Hall of Fame was created in 1948. In this last half century, only 170 have been selected to the Hall of Fame, including such legendary men and women of our advertising, communications and marketing universe as Leo Burnett, Raymond Rubicam, George Gallup, William Bernbach, and David Sarnoff. And now a Frenchman.

And what a Frenchman! His personality had something absolutely magical about it, enabling him to revolutionize modern advertising through a wonderful combination of daring, genius, passion, energy and conviction. His taste for creation, invention and new ideas was legendary. He was a pioneer in so many sectors of the communications industry, from the first commercial radio broadcasts in France in the 1930's, to cinema advertising, to groundbreaking research tools. He understood our industry's need for rational structures and method.

The induction of Marcel Bleustein-Blanchet into the AAF's Hall of Fame is a great reminder that advertising is a global industry and a global language. Marcel Bleustein-Blanchet lived and breathed the notion that the respect of differences – cultural, geographic, artistic – enriches all of us on the planet.

This recognition of the founding father of Publicis Groupe by the AAF is making all of us very proud and is also raising the bar for the future of our Groupe. We will strive to make our operations more successful, our work better and our clients' brands more successful and more famous.

Maurice Lévy