



PUBLICIS GROUPE

PRESS RELEASE

Jean-Yves Naouri to oversee Publicis Healthcare Communications Group (PHCG)

Paris, July 29, 2008 –Jean-Yves Naouri, Executive Vice President (Group Operations) and member of the Publicis Groupe Management Board, has been appointed to oversee Publicis Healthcare Communications Group (PHCG) following John Farrell's resignation.

Maurice Lévy, Chairman and CEO of Publicis Groupe, declared: "*PHCG has built over time a leading position in healthcare communications. Nick Colucci, CEO, and his teams are doing an excellent job. I am confident that Jean-Yves Naouri will help them accelerate the return to growth*".

Jean-Yves Naouri declared: "*I am very enthusiastic about working with Nick Colucci and his teams at PHCG. We benefit from a superb customer base and outstanding talents. I am sure PHCG is best positioned to grasp future opportunities while pursuing its development in the digital arena.*"

Jean-Yves Naouri, a graduate of Ecole Polytechnique and Ecole des Mines, started his career as an engineer in nuclear physics (CEA) and was later appointed as Department Head of the Service des Mines. He subsequently worked as the Cabinet Advisor to the Minister of Industry and Foreign Trade (then Dominique Strauss-Kahn), where he was in charge of a number of industrial sectors including health. In 1993, he joined Publicis Groupe where he founded Publicis Consultants (corporate communication, crisis communication and consulting). In 2000, he became President of Publicis Conseil, and later Publicis network Regional Chairman for Northern Europe. In 2004, he was named Executive Vice President of Publicis Groupe, responsible for the Horizon program, a strategic plan to streamline the Groupe organization. In 2006, he was named Executive Vice President – Operations, and was appointed to sit on the Publicis Groupe Executive Committee, the P12. In 2007, he was named member of the Management Board of Publicis Groupe.

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About Publicis Healthcare Communication Group

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales, marketing, and digital, as well as medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. PHCG main agencies are: BOZ Group, Brand Pharm, imed Studios, GlowWorm, LifeBrands, Medicus Group, Pharmagistics, Publicis Medical Education Group, Publicis Selling Solutions Group, Saatchi & Saatchi Healthcare, Science Oriented Solutions, Williams Labadie.

Web Site: www.publicishealthcare.com

About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

Web Site: www.publicisgroupe.com

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