



PUBLICIS GROUPE

PRESS RELEASE

APPOINTMENTS AT PUBLICIS GROUPE

Paris, May 11, 2009 – Publicis Groupe is pleased to announce the following management changes. These moves follow the announcement of John Farrell's departure and the decision to dismantle the SAMS division to create a simpler and more effective structure:

- Olivier Fleurot, until now Executive Chairman of Publicis Worldwide, has been named CEO of all public relations and events management activities (PRCC, Publicis Events, among others). With the departures of Mark Hass and Eric Giuily, he assumes the operational management of both their networks as well as that of Publicis Events Worldwide. This move aims at further simplifying and streamlining the Groupe's structure, while initiating fresh development in these areas. Olivier Fleurot will remain a member of the Publicis Groupe executive committee, the P12.
- Richard Pinder, Chief Operating Officer of Publicis Worldwide, will now lead the Groupe's main network with ambitious new growth objectives. He will join the P12.
- In addition to his role supervising Publicis Groupe's Shared Service Centers, Jean-Yves Naouri, Executive Vice President for Group Operations, was recently given responsibility for overseeing PHCG. Following the speedy and spectacular recovery he brought to PHCG, Jean-Yves Naouri will now also oversee the Production Platforms.

Maurice Lévy, Chairman and CEO of Publicis Groupe, stated, *"These steps are all part of the goal to simplify our organization in order to make it more efficient for our clients, more profitable, all the while aiming for more dynamic growth. Olivier Fleurot's experience in the financial press, followed more recently by that as Executive Chairman of Publicis Worldwide, clearly shows his thorough understanding of businesses, of their communication problems and how to bring them the right solutions. It was only natural then to leave Richard Pinder the leadership of Publicis Worldwide, with its ambitious new growth objectives, and to ask Jean-Yves Naouri to bring his expertise to our production platforms."*

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 agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

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