



PUBLICIS GROUPE



PRESS RELEASE

Paris, April 3, 2007

Publicis Groupe Becomes an Official Partner of France's National Olympic and Sports Committee (CNOSF)

Publicis Groupe has been selected as a new Official Partner of France's National Olympics and Sports Committee CNOSF (Comité National Olympique et Sportif Français) following a call for bids for a new communications strategy in the run-up to the 2008 Olympics in Beijing.

This partnership is an opportunity for Publicis Groupe to reaffirm its commitment to the value of sport and especially to the Olympics in working alongside the CNOSF, which represents the Games in France.

For the first time, all Groupe agencies in France will participate in such a partnership. Our teams are united in this shared endeavor, which will also be the occasion to reinforce our expertise in sports communications, a strategically important goal.

Henri Sérandour, the Committee's Chairman, comments: *"I am delighted to welcome Publicis Groupe alongside our other Official Partners in preparations for the Beijing Olympics, bringing us its recognized expertise. Our Committee is now aiming for more forceful communications centered on the universal values of the Olympics: determination, respect, team spirit and dedication to new levels of excellence, among others. All of these carry a very important message for today."*

Maurice Lévy, Chairman of the Publicis Groupe Management Board stated: *"We are extremely proud to be working with French Olympic Committee over the next two years, especially for the 2008 Games in Beijing. Publicis Groupe shares several of the Olympic values --constantly striving for new levels of achievement, team spirit, and dedication to results. All our businesses in France will be contributing to this shared effort to raise France's colors high and ensure that the Committee's communications have the resonance they deserve. We will naturally be offering our whole-hearted support to the French Olympic team in Beijing, while fostering enthusiasm and encouraging a spirit of fair play, an ideal that is very much in keeping with the values of Publicis Groupe."*

A two-year partnership agreement was signed. It covers strategic counseling as well as organization and execution of all communications activities through to December 31, 2008.



The Beijing Olympics are already a focus of activity for Publicis Groupe. ECA2, the Publicis Events Worldwide subsidiary headed by Yves Pepin, is helping to organize the opening ceremony in Beijing. A number of other Groupe companies and agencies are involved in communications for some of the major sponsors of the Games.

Official Partners of the French Olympic Committee are now Accor, Adidas, EDF, La Française des Jeux and Publicis Groupe.

www.franceolympique.com

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Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) 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 40,000 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 Worldwide 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 healthcare communications.

Web sites: www.publicisgroupe.com and www.finance.publicisgroupe.com

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Publicis Groupe for the Comité National Olympique et Sportif Français

French agencies involved

	Agency	Led by
	Carré Noir	Christophe Fillatre and Béatrice Mariotti <i>Directeurs Généraux</i>
	Events	Richard Attias <i>CEO</i>
	Leo Burnett	Patrick Mercier <i>CEO</i>
	Market Forward	Jean-François Valent <i>CEO</i>
	Médias & Régies Europe	Simon Badinter <i>Président du Directoire de MRE</i>
	Publicis France	Philippe Lentschener <i>Chairman & CEO</i>
	Publicis Conseil	Arthur Sadoun <i>Chairman & CEO</i>
	Publicis Constellation	Dominique de la Taille <i>Chairman</i>
	Publicis Consultants	Eric Giuily <i>President & CEO</i>
	Publicis Dialog	Christian Verger and Nicolas Zunz <i>Managing Director & COO</i>
	Publicis Net	Philippe Simonet et Pascal Nessim <i>CEO & COO</i>
SAATCHI & SAATCHI	Saatchi & Saatchi	Christophe Lichtenstein <i>VP Deputy Managing Director</i>
	PHCG	Alain Sarraf <i>CEO</i>
	WAM	Pierre Marcus <i>CEO</i>
	Publicis Groupe Media	Daniel Saada <i>CEO France</i>