



PUBLICIS GROUPE

PRESS RELEASE

**Publicis Groupe – Digitas Inc.
Completion of merger**

Paris, France, January 31, 2007 - Publicis Groupe S.A. (NYSE: PUB) announced today that it had completed the merger of its wholly owned subsidiary with Digitas Inc. (NASDAQ: DTAS). The Digitas Inc. common stock will be suspended from trading on NASDAQ as of the close of business today. As a result of the merger, all outstanding shares of Digitas Inc. common stock, other than restricted shares held by Digitas Inc. employees and shares as to which appraisal rights are perfected under Delaware law, were converted into the right to receive \$13.50 in cash per share.

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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. Its activities span 104 countries on five continents.

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; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications with a worldwide leadership.

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

Digitas Inc. (NAS: DTAS) The agencies of Digitas Inc. (Nasdaq: DTAS) help blue-chip global brands develop, engage and profit from their customers through digital, direct and indirect relationships. Driving accountable and measurable relationship engines, the agencies are known for combining art (creativity and customer insight) with science (analytics, measurement and strategy) across digital and direct media. Founded in 1980, Digitas Inc. is headquartered in Boston. The Digitas agency has locations in Boston, Chicago, Detroit and New York. The Medical Broadcasting Company is located in Philadelphia. The Modem Media agency has locations in Atlanta, London, Norwalk, and San Francisco, with 2050 people for the whole group.

Web sites : www.digitasinc.com, www.digitas.com, www.mbcnet.com, and, www.modemmedia.com

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