



PUBLICIS GROUPE

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PRESS RELEASE

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**PUBLICIS GROUPE LAUNCHES THE SSF GROUP**  
***Famed creative networks Saatchi & Saatchi and Fallon form dynamic new entity to champion creativity and propel growth***

**Paris, August 1, 2007** — Publicis Groupe today announced the creation of a new mini group structure, bringing Saatchi & Saatchi together with Fallon in a new alliance to be known as the SSF Group. Under this new structure, both agencies will continue to operate separately and remain stand-alone brands.

Publicis Groupe Chairman and CEO Maurice Levy said, “This new group is a unique partnership of two of the most acclaimed creative agencies in the entire industry and enables both networks to maximize the potential of their creative resources at a global level.” Levy explained, “Pat Fallon has been a true creative trailblazer of our industry, a respected leader who has tirelessly pursued creativity, innovation and excellence – and I’m proud that we have built up a close friendship. From the groundbreaking BMW Films to the celebrated Sony “Balls”, Fallon has been challenging every convention in the category for the last 26 years. With this alliance, the Fallon network is entering into a new exciting phase of its history. Under Kevin Roberts, Saatchi & Saatchi is recording unprecedented growth, and is now one of the fastest growing and most creative networks in the world. I am confident that the new structure will usher in a new era of powerful growth for Fallon and Saatchi & Saatchi.”

The SSF Group will operate under the leadership of Kevin Roberts, Saatchi & Saatchi Worldwide Chief Executive Officer. Kevin Roberts said, “I’ve admired Fallon since I got into this business. Fallon is an iconic brand full of irreverence, courage and smarts. I’m honored to have the chance to work with Fallon’s leadership on taking the brand forward.”

Pat Fallon will become Chairman Emeritus of Fallon Worldwide and play an active advisory role in the new group’s direction. Pat Fallon said, “The creation of this alliance acknowledges our admiration for Kevin Roberts and the success of the Saatchi & Saatchi organization. A closer relationship between the two agencies will help our growth, provide development opportunities for our people, and ensure a bright future for Fallon as a stand-alone brand, while continuing to deliver the best to our clients.”

Fallon’s Minneapolis headquarters team, invigorated by the recently appointed creative leadership of Al Kelly and Todd Riddle, will report to the SSF Group, but remain otherwise unchanged. SSF will work with the Minneapolis leadership to build on Fallon’s great legacy and regain its position as a leading competitive force in America’s rapidly changing marketing environment.



Robert Senior, a founding partner of Fallon London, will become CEO for the SSF Group in the UK, and report to Roberts. Fallon London has established a strong reputation for its acclaimed creative output and business growth with clients including Sony, Orange, BBC, VW's Skoda, Eurostar, and Walmart's Asda. As a result of these accomplishments Fallon London was named *Campaign* magazine's 2006 Agency of the Year. Saatchi & Saatchi London is perhaps the most famous name in British advertising, having proven for 37 years that "Nothing is Impossible."

Robert Senior said, "Saatchi & Saatchi and Fallon are powerful, distinctive brands with many differences, but they share a higher-order purpose of championing creativity." He continued, "Our intention is to celebrate our differences, embrace operational advantages, and unite behind the common cause of creativity. There will be developmental opportunities for the people in both brands as well as intriguing possibilities to enhance our offerings domestically and globally for our respective clients."

This announcement coincides with two other top level moves at Saatchi & Saatchi:

Jim O'Mahony will become CEO of CRIB (China, Russia, India, Brazil). O'Mahony will focus on driving explosive growth in these key countries. He will look to extend the brand's leadership position in China and Brazil to Russia and India by driving best practice across each of these rapidly developing economies.

Simon Francis joins Saatchi & Saatchi to bring his own brand of dynamic leadership to Saatchi's EMEA business. As EMEA CEO, Simon's focus will be on continued rapid growth in the Middle East and Africa, while repositioning Saatchi & Saatchi for growth in major European markets, Germany, France, Italy, Switzerland and Spain.

Jim O'Mahony and Simon Francis will report to Kevin Roberts.

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#### **About Publicis Groupe**

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 42,000 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 with a worldwide leadership in healthcare communications.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **About Saatchi & Saatchi**

Saatchi & Saatchi is a global network with 153 offices and part of Publicis Groupe, the world's fourth largest communications group. Recently awarded the JCPenney and Wendy's businesses, its New York office was named "2007 Agency of the Year" at Cannes and Clio international ad festivals. The Agency handles over 40 #1 brands in its client portfolio, including Toyota; Tide, Pampers and Olay (Procter & Gamble); and Sony Ericsson. Saatchi & Saatchi is known for its exceptional strength at understanding the emotional connections between consumers and products. This approach comes to life through Lovemarks, the methodology created to create "loyalty beyond reason" and "inspirational consumers."

Web site: [www.saatchi.com](http://www.saatchi.com)

#### **About Fallon Worldwide**

Fallon Worldwide, one of the world's most critically acclaimed, creatively driven branding companies, manages the consumer voice of some of the world's leading brands, including Orange, Travelers, Sony, Nestlé Purina, Asda, Holiday Inn, Holiday Inn Express, TIME Magazine, BBC, Garmin, National Car Rental, and Alamo Rent A Car. Fallon Worldwide has 500 employees worldwide.

Web site: [www.fallon.com](http://www.fallon.com)

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