



PUBLICIS GROUPE

PRESS RELEASE

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Publicis Groupe joins CAC 40 index

In application of the decision taken on August 20 by Euronext's Expert Committee on Indices, Publicis Groupe shares were included in the CAC 40 index with effect from the close of trading on September 30, 2004. With market capitalization totaling €4.5 billion at that point, Publicis Groupe should represent 0.53% of the index.

Publicis Groupe shares have been listed on the Paris exchange (Euronext) since June 9, 1970 and traded on the New York Stock Exchange in the form of American Depositary Receipts since September 22, 2000. Alongside core shareholders Elisabeth Badinter and Dentsu Inc., an estimated 65% of shares counts as free float mostly held by institutional investors in France, the US, the UK and Germany.

Inclusion in the index confers a new stock-market status on Publicis Groupe and marks an important milestone in its history. Reflecting recognition for the far-reaching changes made within the Group over recent years, it also entails added demands on performance.

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Publicis Groupe (Euronext Paris: FR0000130577 - NYSE: PUB) is the world's fourth largest communications group, as well as the world's second largest media counsel and buying group. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **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, multicultural and healthcare communications.

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