



PUBLICIS GROUPE

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PRESS RELEASE

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Paris, April 4, 2005

**John Rossant joins Publicis Groupe  
as Vice President Communications and Public Affairs**

Publicis Groupe announced today that it was strengthening its senior management team with the appointment of John Rossant as Vice President in charge of Communications and Public Affairs. This key appointment will reinforce Publicis Groupe's position as one of the world's most dynamic and most international communications companies.

John Rossant will report directly to Publicis Groupe Chairman and will be responsible for:

- All internal and external communication of Publicis Groupe
- Relations with the press
- Relations with local, national and international agencies and governments
- Strategic analysis

Eve Magnant will continue as Corporate Communications Director in Paris and Pierre Bénaïch will continue as Investor Relations Director.

Rossant, 50, was formerly in charge of the European editorial operations of BusinessWeek. He helped guide the magazine's editorial policy and oversaw BusinessWeek offices in London, Paris, Frankfurt, Rome and Moscow. In addition, Rossant helped launch successful new business initiatives, from local language editions in Poland and the Middle East to the European Leadership Forum, a successful yearly conference gathering European CEO's and political leaders.

Maurice Levy said: *"I am delighted to welcome John into Publicis Groupe. He not only has a broad and deep awareness of key global economic and political issues but his knowledge of the intricacies of European, American and Middle Eastern business life is second to none. This unique perspective will be extremely valuable to Publicis Groupe as we reinforce our global growth plans."*

John Rossant added: *"I have known and admired Maurice and Publicis Groupe for years. I'm very excited and honored about being part of a team effort to make Publicis Groupe an even more important global player in communication."*



**Publicis Groupe** (Euronext Paris: FR0000130577 and member of the CAC40 Index - 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 109 countries on six continents.

Groupe's communication 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](http://www.publicis.com) and [www.finance.publicis.com](http://www.finance.publicis.com)

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