



PUBLICIS GROUPE

PRESS RELEASE

JACK KLUES NAMED CHAIRMAN OF PUBLICIS GROUPE MEDIA; RENETTA MCCANN TO ASSUME GLOBAL CEO ROLE AT STARCOM MEDIAVEST GROUP

Paris, Oct. 26 — Maurice Lévy, chairman and CEO of Paris-based Publicis Groupe, today announced that Jack Klues, 50, has been named chairman of Publicis Groupe Media (PGM), a Management Board formed in September 2004 to oversee and develop the Groupe's powerful media networks. Klues was formerly chief executive of Starcom MediaVest Group (SMG). At the same time, Lévy announced that Renetta McCann, 47, currently chief executive officer of Starcom MediaVest Group (SMG)/The Americas, will take over from Klues as CEO of SMG.

“Jack Klues is wonderfully talented and has helped build Publicis Groupe Media into the world's leading media agency,” said Lévy. “The success of our operations depends above all on our people – and PGM with Jack at the helm can boast the very best talent in the industry: the formidable team at SMG now led by Renetta McCann and the dedicated professionals at ZenithOptimedia under the leadership of Steve King,” said Lévy. “Jack will now be able to leverage the power of SMG and ZenithOptimedia to develop strategies which further enhance our competitive advantage. PGM has unique strengths – which explain the terrific development and growth of our media operations. The new appointments are intended to provide an even stronger offering for all the clients of SMG and ZenithOptimedia.”

Stepping into Klues' role is Renetta McCann who, as chief executive officer of SMG/The Americas, has overseen the company's largest region (encompassing four media brands—Starcom, MediaVest, GM Planworks and StarLink—plus several markets across Canada, the United States and Latin America). A celebrated leader in the media services industry, McCann brings more than 27 years of experience with global, national and regional brands to bear on the new position.

“Renetta is the natural choice for the top job at SMG,” said Klues. “She is a builder who has consistently grown the organization, expanded our client relationships based on service and trust, and developed some of the smartest, most dynamic people and teams in the business. She brings remarkable energy to the vast responsibilities entrusted to her – be it a major new multinational assignment, a corporate diversification effort, or the mastery of contact points to enable our clients to connect to consumers into the future.”

Other Media Network Management Unchanged

Steve King continues to lead the ZenithOptimedia network as chief executive officer, with Tim Jones, CEO of ZenithOptimedia USA, Phil Talbot, CEO of Asia, John Taylor, worldwide director of client service, and Adrian Sayliss, chief operating officer, reporting into him. King is a member of the PGM Board, as is Sayliss, and has worked with Klues over the past year on multiple Board initiatives.



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About Klues

Klues is a founder of the Starcom media network, and was installed in the top post of SMG after he helped orchestrate the merger of Starcom and MediaVest in 2000. At a time when stand-alone media service companies were extolling the unparalleled virtues of buying clout and size for the sake of size, Klues launched Starcom (and subsequently SMG) with an equal emphasis on investment and strategy, remaining true to the organization's heritage of smart buying based on sound strategic planning. His obsession for insights has led to the development of breakthrough engagement tools, plus the creation of a new media function called Consumer Context Planner (CCP)—a role that evaluates consumer behavior at the point of contact with a brand message or medium. Pioneered inside the dedicated planning unit GM Planworks, the CCP role has penetrated the SMG network.

Klues is a celebrated industry veteran, recognized by multiple publications and marketing groups for his individual and professional contributions. Under his leadership, SMG has been named Media Agency of the Year by Adweek two times, Advertising Age on multiple occasions (including the past two years), and Media Magazine for the past two years.

About McCann

McCann was named to her most recent post in August 2004, and prior to that she was chief executive of Starcom North America. She was part of the management team that led the launch of Starcom as an independent media company in 1998 (it was previously the media department of Leo Burnett), and became managing director in 1999. During her tenure, Starcom added or grew with several global clients, including Disney, P&G, General Motors, Sara Lee, Kellogg and many others.

Over the course of her career, McCann has won numerous Effie Awards and Cannes Lions. She is also widely recognized by the industry as a leader and innovator. She was chosen by the Women's Advertising Club of Chicago as the 2002 "Advertising Woman of the Year" and was named a "Media Maven" by *Advertising Age* in 2001. She has also received such honors as *Business Week's* Media Strategies Award; the Chicago Magazine Association's Vanguard Award; and *Ebony's* Outstanding Women in Communications Award. In 2002, *Ebony* named her one of the "57 Most Intriguing Blacks" while *Black Enterprise* designated her "2002 Corporate Executive of the Year." In 2003, *Essence* magazine named her one of "50 Women Who Are Changing the World."

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Starcom MediaVest Group is a full service media company (www.smvgroup.com). SMG ranks among the world's largest brand communications groups with a global staff of more than 4,800 contact architects. SMG's network of 110 offices in 76 countries fuels brand-building results for many of the world's leading marketers. In addition to full service media services agencies Starcom, MediaVest and other regional brands, the holding company operates several diversified units that help clients master the dynamic contact environment and changing consumer landscape. These companies include Relay Sports and Event Marketing, SMG Directory Marketing, Halogen Direct, Tapestry (multicultural), and SMG Entertainment.

ZenithOptimedia is one of the world's leading global media services agencies with 162 offices in 59 countries and 4 000 people around the world. ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment.

This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.

The ZenithOptimedia Village enables the widest range of communications opportunities and skills to be brought together to ensure the most powerful connections are made with consumers.

Publicis Groupe SA (Euronext Paris: : FR0000130577, NYSE: PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. 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 counsel and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

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