

June 11, 2001

**Salomon Salto named Regional Chairman of Publicis Worldwide for Latin America**

Salomon Salto, previously Worldwide Account Director of the Nestlé account, is to head Publicis operations in Latin America.

As Regional Chairman, he will supervise and develop the group's operations in this important market: Publicis is now present in 20 countries spanning all of Latin America, Central America and the Caribbean.

Salomon Salto, 55, is a graduate of HEC and has spent his entire career with Publicis, building up extensive experience in both local and international account management and in team management.

He succeeds Geraldo Alonso, who will now be focusing entirely on his native Brazil.