



**PRESS RELEASE**

**Centers For Disease Control and Prevention (CDC) Awards  
Their Integrated Youth Awareness Account to Publicis in the US**

**October 3<sup>d</sup>, 2001** —The Centers For Disease Control and Prevention (CDC) announced that three Publicis Groupe agencies - Frankel, Saatchi & Saatchi and Publicis Dialog - have been awarded the account for their \$125 million National Youth Media Campaign. The integrated campaign will encompass advertising, promotion, public relations, events and grassroots activities targeting the “tween” market (kids between nine and 13) to promote healthy lifestyles and displace unhealthy, risky behaviors among youth.

Frankel will serve as the lead agency with specific responsibilities for the national event tour, online efforts, partnership development and local and grassroots initiatives. Saatchi & Saatchi will lead advertising campaign planning and research, and Publicis Dialog will lead all public relations for the campaign.

The Centers for Disease Control and Prevention (CDC) is recognized as the lead federal agency for protecting the health and safety of people at home and abroad. The proven experience of the three Publicis agencies for clients like Tropicana, Visa, AT&T Wireless, General Mills, Kodak, Procter & Gamble, Johnson & Johnson, Guidant Corporation, Transitions Optical combined with Publicis expertise in holistic communications uniquely positioned the group to win the CDC business.

**Maurice Lévy**, Chairman of the Management Board of Publicis Groupe SA, commented *“Winning this account speaks for the successful strategy displayed by Publicis for many years and particularly the pertinence of the “holistic différence”, a concept using and coordinating all means of actions to best get to the consumer”*.

**Referring to the current global economic situation, Maurice Lévy added** “Even if a marked slowdown is more and more visible, Publicis will show a good activity level for 2001 with a revenue growth that should end up between 3.5% and 5.5%, and an EBIT/revenues margin of 14%”.

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