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## For Immediate Release

### **Publicis Groupe and Droga5 Announce the Beta Launch of HoneyShed. Site is World's First Online Community Shopping/Entertainment Channel.**

**New York/Paris – October 25, 2007** - Publicis Groupe Chairman and CEO Maurice Levy and David Droga, Creative Chairman of Droga5 announced today the eagerly-awaited beta debut of HoneyShed.com, the world's first online community shopping/entertainment channel.

HoneyShed is a joint venture between: Publicis Groupe, the world's fourth-largest communications group; the award-winning agency founded by former Publicis Worldwide Creative Director David Droga; and Smuggler, winner of the 2007 Cannes Advertising Festival Production Company of the Year. Additional HoneyShed staff hails from Microsoft, Viacom and Condé Nast.

HoneyShed, which has been described as "QVC meets MTV," brings the social aspect of real-time shopping to an online audience of 18-30-year-old early-adopting brand advocates.

"HoneyShed is modern, fresh, accessible, young, and friendly," said Maurice Levy. "It is easy to navigate and easy to share. It is as simple to enjoy as an iPod."

HoneyShed is the first interactive web site designed to connect a generation that lives online to the brands they love via world-class video content while allowing them to chat with like-minded friends. Users simply click an "I Want It" button on a featured video and add their favorite items to a "Stash." Populated with great brands but uncluttered with banner ads, consumers may complete a transaction or simply spend their day digitally window-shopping.

"HoneyShed is a media platform that is transparently devoted to celebrating the sell," said David Droga. Levy and Droga also pointed out that Publicis Groupe agencies Digitas and Denuo assisted in the creation of HoneyShed, making this a true Publicis Groupe collaborative effort.

Further information regarding content, staffing and partnerships with a series of social networks will be announced shortly.

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