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PRESS RELEASE



PUBLICIS GROUPE ACQUIRES 3|SHARE, ADOBE DIGITAL MARKETING EXPERTS

U.S. based 3|SHARE to Strengthen DigitasLBI's Service Offering

After recently forming a partnership with Adobe, **Publicis Groupe [Euronext Paris: FR0000130577, CAC 40]** announces the acquisition of 3|SHARE. Based in San Diego, 3|SHARE is an expert and partner in Adobe's Business Plus Level Solutions and has established itself as a recognized leader in North America for the implementation of digital marketing solutions.

Founded in 2011 by Jess Moore and Richard Brown in San Diego (California) 3|SHARE counts today over 50 employees and a client-base that includes ASICS, Chevron, Honeywell, La Quinta Inns & Suites, and SuccessFactors (a SAP company). 3|Share brings its expertise in consulting, training, development and remote operation management of Adobe's digital marketing solutions.

3|SHARE will operate as part of DigitasLBI, recently named "Most Awarded Agency" of the decade by the Interactive Advertising Bureau (IAB). 3|SHARE's team will add a new scale of expertise and accelerate DigitasLBI's ability to deliver and manage Adobe technology platforms and solutions for clients.

Jess Moore, CEO and Co-founder of 3|SHARE, will report to Paolo Yuvienco, Global Chief Technology Officer, DigitasLBI while 3|SHARE's core management team, including Rich Brown, CTO and Co-Founder, will continue in their current roles.

Tony Weisman, CEO, DigitasLBI North America, *commented: "3|SHARE adds depth to digital marketing and deployment via their advanced Adobe solutions expertise. They are a superb complement to our robust platform and product offering, fueled by creativity and technology."*

Jess Moore added: *"It was clear from the beginning that 3|SHARE and DigitasLBI shared the common vision of transforming clients' digital marketing capabilities in ways that allow them to deeply connect with their customers across any channel. We are thrilled to be a part of Publicis Groupe and DigitasLBI."*

This announcement follows that of Publicis Groupe's recent strategic partnership with Adobe to deliver the Publicis Groupe Always-On Platform™, the first end-to-end marketing management platform from Publicis Groupe that automates and connects all components of a client's marketing efforts.

Additionally, 3|SHARE founded and hosts EVOLVE – the world's largest independent Adobe Experience Manager (AEM) Community Summit. Geared for both technical and business leaders, EVOLVE'14 will be held from November 17th – 19th, 2014 in San Diego, California. Details can be found at www.evolve14.com.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBI, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 63,000 professionals.

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About DigitasLBI

DigitasLBI is a global marketing and technology agency that transforms businesses for the digital age. We help companies of all shapes and sizes decide What's Next... and then we take them there. Also a top ten global agency, DigitasLBI is comprised of 6,000 digital and technology experts across 40 offices in 25 countries worldwide. DigitasLBI is a member of Publicis Groupe.

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