



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE ACQUIRES LA VIE EST BELLE AGENCY MERGES WITH PANAME TO FORM PUBLICIS FULL PLAYER

Paris, France - February 7, 2008 – Publicis Groupe today announced the acquisition of Paris-based La Vie est Belle communications agency. Founded by Eric Salomon and Mylène Berrebi, La Vie est Belle will merge with the agency Paname. The resulting entity will have a staff of 60, and will be part of Publicis France.

Eric Salomon will become Chairman of Publicis Full Player, and Mylène Berrebi Chief Executive Officer. Both will report to Philippe Lentschener, Chief Executive Officer of Publicis France.

La Vie est Belle was created in 2001 and counts 30 employees. The agency's offer includes advertising, public relations, events marketing, and online communication. Its principal clients include: Essilor, Uhu, Ed, La Grande Récré, Eram, and Maped. Paname is part of Publicis France and the agency's main clients include Lancel, Alice, Saupiquet, Legrand and Sanofi corporate.

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Publicis Groupe is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

Web Site: www.publicisgroupe.com