



PUBLICIS GROUPE

PRESS RELEASE

MATHIAS EMMERICH IS APPOINTED SENIOR VICE PRESIDENT OF PUBLICIS GROUPE

Paris, January 8, 2009 - Mathias Emmerich has been named Senior Vice President of Publicis Groupe. Mathias Emmerich will take over the responsibilities of Fabrice Fries, Secretary General, who was recently named President of Publicis Consultants | France. In addition to overseeing Internal Audit and Human Resources (Groupe), Mathias will also be in charge of Communication and Sustainable Development.

Maurice Lévy said: *"I am delighted to welcome Mathias to the Publicis Groupe senior management team. In these critical economic times, we welcome his extensive knowledge of economic and social issues. In addition, his experience at the SNCF in digital (sncfvoyages.com), as well as his deep expertise of human resources and environmental policies will find their place in our Groupe, as we maintain our determination to lead in these areas."*

Mathias Emmerich, 46, began his professional career as an auditor and then referendary counselor at the *Cour des Comptes* (1988-1992), then became Deputy Manager of Transactions and Financial Information of the French stock exchange regulator, the *Commission des Opérations de Bourse* (1992-1995). In 1996, he again served as a referendary counselor at the *Cour des Comptes*, and then from 1997 to 1999, he worked in the private office of Justice Minister Elisabeth Guigou. He joined the SNCF Group in 1999 as Director of Subsidiaries and Holdings (1999-2001), then as Deputy Director, Long Distance Passenger Division (2001-2004), in charge of financial strategy and international aspects. In 2004, he was appointed CEO of *Voyages-sncf.com* and in 2007 he became Deputy CEO of the Freight Division. Mathias Emmerich is a graduate of France's *Ecole Normale Supérieure* (1982), *Institut d'Etudes Politiques* (1985), *Ecole Nationale d'Administration* (1988) and *Agrégé* in Social Sciences (1984).

About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] 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, from advertising 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

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