



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Extends New Business Lead

Paris, June 20, 2005—Publicis Groupe has extended its lead at the top of the New Business scorecard, in research reports published simultaneously by Lehman Brothers and Bear Stearns. Not only has Publicis Groupe won net New Business in May of \$700 million, according to Lehman, but it has further extended its year-to-year lead over rivals Omnicom, Interpublic and WPP. New Business wins are generally an indication of increased future organic growth.

Publicis Groupe's reinforced Number One position in New Business underscores the strong dynamism of Publicis Groupe and of all the teams of its different networks halfway through 2005. It also shows that the Publicis Groupe offer across the complete scope of different communication activities is paying off. This recognition on the part of Lehman and Bear Stearns, coming on the heels of the final quarter of 2004, when Publicis Groupe also ranked in first place, confirms the powerful momentum of the Groupe.

"The amount of New Business wins Publicis Groupe is bringing home – particularly in the media space – are a sure sign that we are not letting down our guard, but rather coming to clients with the most compelling offer out there," says Maurice Lévy, Chairman and CEO of Publicis Groupe. *"That is why we are winning."*

Bear Stearns New Business Ranking – June 09, 2005

Summary Statistics by Holding Company, April & May and YTD 2005 Totals (\$ in millions).

Holding Co.	April & May 2005						YTD	
	Wins		Losses		Net		Net	
	Reported	Adjusted	Reported	Adjusted	Reported	Adjusted	Reported	Adjusted
Publicis	\$3,476	\$994	(\$533)	(\$141)	\$2,943	\$853	\$3,846	\$1,472
Omnicom	402	178	(119)	(78)	283	100	1,011	598
WPP Group	248	176	(73)	(37)	175	139	1,398	363
Havas	250	250	(35)	(35)	215	215	(222)	(0)
Interpublic	112	101	(3,085)	(852)	(2,973)	(751)	(2,606)	(439)
Total	\$4,488	\$1,700	(\$3,846)	(\$1,143)	\$643	\$556	\$3,427	\$1,993

NOTES: Adjusted billings reflect normalized media billings (at 25% of reported amount) to more closely correlate with anticipated revenue streams. Source: Reported billings by Company, AdAge, Adage Global, Adweek, Brand Republic, The New York Times, RECMA, and The Wall Street Journal.



LEHMAN MEDIA: Ad Agencies - New Business Scorecard - May 2005

Figure 6: New Business Scorecard for May

\$	May-05 Adj. Billings (\$m)			May-05 Implied % of 04 revenue		
	Wins	Losses	Net Wins	Wins	Losses	Net Wins
Publicis	733	63	669	1.5%	0.1%	1.3%
WPP inc Grey	214	78	137	0.2%	0.1%	0.1%
Omnicom	128	31	97	0.1%	0.0%	0.1%
Havas	35	29	6	0.2%	0.1%	0.0%
Aegis	-	-	-	0.0%	0.0%	0.0%
Dentsu	-	-	-			
Interpublic	41	680	(639)	0.1%	1.1%	-1.0%
Other	247	520	(273)			
Total	1,398	1,400	(2)			

Source: Various media, Lehman Brothers research

Figure 7: New Business Scorecard for 2005 YTD

	Year to Date 2005 Adj. Billings (\$m)			May-05 Implied % of 04 revenue		
	Wins	Losses	Net Wins	Wins	Losses	Net Wins
Publicis	1,564	176	1,388	3.1%	0.4%	2.8%
Omnicom	1,193	476	716	1.2%	0.5%	0.7%
WPP inc Grey*	912	445	468	1.1%	0.5%	0.6%
Havas	684	481	203	1.1%	0.8%	0.3%
Aegis	95	97	(2)	1.0%	1.0%	0.0%
Dentsu	1	1	-			
Interpublic	872	1,433	(561)	1.4%	2.3%	-0.9%
Other	1,595	3,877	(2,282)			
Total	6,917	6,987	(70)			

Source: Various media, Lehman Brothers research

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Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 104 countries on 5 continents.

Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: www.publicis.com and www.finance.publicis.com