



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe and Richard Attias Launch *PublicisLive*, To Create and Produce World's Most Prestigious International Events

Paris and Geneva, April 20 -- Publicis Groupe and Richard Attias today announced an agreement to launch a major joint venture in the global events field -- *PublicisLive*. Led by Richard Attias, who will have a significant minority interest in the new Geneva-based venture, *PublicisLive* will focus exclusively on the most prestigious international conference and corporate events in the world, particularly in Europe and the Middle East.

PublicisLive is designed to meet the increasingly strong demand on the part of governments, institutions and corporations for highly sophisticated and content-rich live events. Richard Attias, having built up Publicis Events Worldwide over the past ten years into the world's foremost events management network, will now be able to focus on the very top end of the business. He will also retain a handful of key global clients -- including the World Economic Forum, whose Annual Meeting in Davos, Switzerland gathers key global decision-makers. Recently, Attias helped launch and organize such prestigious annual events as the Petra Conference of Nobel Laureates and the Monaco Media Forum. Both events will henceforth be managed by *PublicisLive*.

Richard Attias will progressively transition from managing Publicis Events Worldwide in order to focus on *PublicisLive's* growth opportunities. *PublicisLive* will be autonomous from the Publicis Events Worldwide network and its offices in France, the United States, Austria, Germany and the Asia Pacific region. Both entities will be part of Publicis Groupe's Specialized Agencies and Marketing Services (SAMS), headed by John Farrell.

"Richard is one of the most creative and entrepreneurial forces within the Publicis Groupe family, and he has turned Publicis Events Worldwide into an extraordinary force in the global events field," said Maurice Lévy, Chairman and CEO of Publicis Groupe. *"I am delighted that Richard can now devote himself to the most challenging but also most rewarding segment of this market as a real partner of Publicis Groupe. I have every confidence that PublicisLive will be a success, for the Groupe and for Richard."*

"I am both proud and honoured that, once again, Publicis Groupe has given me the tools to launch a new global project, one which corresponds to a real demand on the part of our clients," said Richard Attias. *"PublicisLive has absolutely no equivalent on the market, thanks to the quality of its teams, to its size, and to the strong relationships we have built up over the years."*

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Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 42,000 professionals.

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

Web site: www.publicisgroupe.com

Publicis Events Worldwide, specializes in world-caliber events and experiential communications, and is part of Publicis Groupe S.A. [NYSE:PUB], the world's fourth-largest communications company. Publicis Events Worldwide is headquartered in Paris with offices spanning the globe including New York, Geneva, Frankfurt, Dubai, Orlando, Chicago, Vienna, Munich, Casablanca Shanghai, Beijing, Hong Kong, Tokyo, Seoul and Milan.

Web site: www.publicisevents.com

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