



## PUBLICIS GROUPE

### PRESS RELEASE

*This announcement is not an offer of securities in the United States or any other jurisdiction. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. Publicis does not intend to register any portion of the planned exchange offer or any offer of New Bonds in the United States or to conduct a public offering of securities in the United States, or any other country. This announcement is an advertisement and not a prospectus for the purposes of EU Directive 2003/71/EC.*

#### **Publicis Groupe Announces Exchange Offer for its Eurobond 2012**

Paris, December 2, 2009

Publicis Groupe S.A. (the "Company") today announced that it has invited holders to exchange any or all of their €750,000,000 4.125% Bonds due 2012 (the "Existing Bonds"- ISIN code: FR0010157354) for Euro-denominated Fixed Rate Bonds due 2015 to be issued (the "New Bonds"- ISIN code: FR0010831974) in an exchange offer (the "Exchange Offer").

The purpose of the Exchange Offer is to lengthen the maturity of the Company's financial resources.

The Exchange Offer was launched on December 2, 2009. The Company will have the right to close the Exchange Offer on 9 December 2009 (the "Early Expiration Deadline"). If the Company decides, in its sole discretion, not to exercise this option, the Company may choose to limit the amount of Existing Bonds that will be accepted after the Early Expiration Deadline, and the Exchange Offer will expire on 15 December 2009, unless extended or earlier terminated.

The Exchange Offer is subject to a number of conditions and may be amended, withdrawn or terminated by the Company at any time.

The Exchange Offer is subject to legal restrictions in a number of jurisdictions. In particular, invitations to exchange Existing Bonds will not be accepted from investors in the United States or U.S. Persons.

This Announcement is for information purposes only and is not an invitation to exchange Existing Bonds for New Bonds.

#### **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 agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 43,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer 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](http://www.publicisgroupe.com)

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