



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Takes Majority Stake in Brazil's Andreoli MS&L

Creating a Focal Hub for MSLGROUP's Expansion into South America

Paris, December 16, 2010 – Publicis Groupe today announced it has taken a majority stake in Andreoli MS&L, one of Brazil's top 5 full-service PR agencies. Part-owned by Publicis Groupe since 2001, the agency will be renamed Andreoli MSL Brasil, and will continue to align under MSLGROUP, Publicis Groupe's leading specialty communications, PR and events network.

Founded in 1993 by Paulo Andreoli, Andreoli MSL Brasil employs 45 communications specialists. The agency provides consumer PR, corporate communications strategy, public affairs and crisis management for major clients including Sodexo, Hydro, OHL, BlackRock, Danone, Royal Bank of Scotland and Louis Dreyfus. As well as being a leading player in Brazil's dynamic communications market, São Paulo-based Andreoli MSL Brasil will now also be a flagship hub agency for MSLGROUP's network of 14 affiliated agencies across Latin America and Central America, with Paulo Andreoli at the helm of those businesses. Following the increase to majority ownership, Paulo Andreoli will report to Jim Tsokanos, President of MSLGROUP Americas.

In its global adspend forecast, ZenithOptimedia earlier this month predicted Latin America would be the world's best-performing region in 2010, with ZenithOptimedia expecting growth of nearly 14 percent this year, with projections of up to 25.5 percent growth in the Brazilian market alone.

The Andreoli MSL Brasil transaction comes two months after Publicis Groupe took a stake in Brazilian advertising agency Talent. Publicis Groupe also recently acquired leading PR companies Eastwei in China, as well as both 20:20 MEDIA and 2020SOCIAL in India in the last eight weeks, all three of which joined MSLGROUP. These moves are in line with the Groupe's stated expansion plans for the high-growth BRIC markets.

MSLGROUP CEO Olivier Fleurot commented, *"Increasing our foothold in the Brazilian market means our global clients now have seamless access to one of Brazil's star speciality communications agencies. It also positions MSLGROUP well for expansion in the South America region as a whole – this is a deal we're naturally very excited about."*

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About MSLGROUP

MSLGROUP is a speciality communications and engagement group that's one of the world's top 5 PR and events networks. With more than 2,500 people, its offices span 22 countries and cover virtually every discipline required for clients to engage creatively with their audiences 24 hours a day. Adding affiliates and partners into the equation, MSLGROUP's reach increases to 4,000 employees in 83 countries. The group offers clients strategic advice, insight-guided thinking and big, compelling ideas – followed by thorough execution. MSLGROUP is Publicis Groupe's flagship PR and Events network.

Web site: www.mslgroup.com

About Publicis Groupe

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MSLGROUP, one of the world's top five PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

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