



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Acquires the Publicis MARC Group Strengthens Holistic Offer in the Balkan Region

May 19, 2009, Paris – Publicis Groupe announced today the acquisition of its long-term affiliate Publicis MARC, the Bulgarian integrated communications agency. Publicis MARC offers the full range of communication services and offers its clients expertise in advertising, PR, media consultancy, web and event marketing, sales promotions, direct marketing and production. The Sofia-based agency will become part of the Publicis Worldwide global network. Nikolai Nedelchev, the founder and CEO of Publicis MARC, will continue to manage the agency and from now will report to Tomasz Pawlikowski, CEO Publicis Central and Eastern Europe.

Publicis MARC was founded in 1995, and has enjoyed a special partnership with Publicis Worldwide since 2002. The agency employs over 120 professionals and services a broad range of international and Bulgarian clients including L'Oréal, Garnier, Renault, Nestlé, leading retail bank DSK, Coca-Cola, Zagorka (Heineken), P&G, Sony, Starbucks, BNP Personal Finance, Carrefour, and Shell. For the last two years, Publicis MARC has been the most internationally awarded Bulgarian agency at awards shows such as the Golden Drum and Epica awards.

Richard Pinder, Chief Operating Officer of Publicis Worldwide, greeted the news with enthusiasm, *"As a company, we are investing in countries and disciplines that offer growth. We believe that Bulgaria has significant growth potential and our investment in Publicis MARC is the most promising way for us to tap into it. We are very happy to be closing this deal."*

Nikolai Nedelchev, CEO of Publicis MARC, added *"This is a logical next step in our strong collaboration with Publicis Groupe, and it has made Publicis MARC Group the first-of-its-kind advertising and marketing services structure in Bulgaria. We are very excited as this means a broader range of business opportunities, and also provides us a chance for sustainable growth and stability over the long term."*

* * *



About Publicis MARC

Employing over 120 professionals, Publicis MARC Group is one of Bulgaria's leading specialized marketing communications agencies. The Publicis MARC Group was created in 2002, resulting from a partnership between M.A.R.C. agency (founded back in 1995 by Nikolai Nedelchev) and Publicis. Some of the agency's biggest accounts are Renault, HP, Groupe SEB, L'Oreal, GARNIER, MAGGI, OMI, Reader's Digest, DSK Bank (part of OTP Group), Coca-Cola, EVN, Kraft Foods, P&G, Sony, Shell, Intersnacks, Zagorka (part of Heineken group), among others.

Web site: www.publicis-marc.bg

About Publicis Worldwide

Publicis Worldwide ranks among the largest global marketing communications companies. Its parent company is Publicis Groupe (Euronext Paris: FR0000130577). The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, EADS, Fidelity, HP, LG, L'Oréal, Nestlé, P&G, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.

Web site: www.publicis.com

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 45,000 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. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, 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

* * *

Contacts:

Publicis Groupe

Peggy Nahmany, Corporate Communication

+ 33 (0)1 44 43 72 83

Martine Hue, Investor Relations

+ 33 (0)1 44 43 65 00

Publicis Worldwide

Sarah Hazell

+44 (0) 207 830 3426

Publicis MARC

Ralitsa Zhikova

+ 359 2 915 90 68