



PUBLICIS GROUPE

PRESS RELEASE

IMPLEMENTATION OF THE SQUEEZE OUT OF BUSINESS INTERACTIF SHARES

Paris, November 15, 2007 - Further to the tender offer aimed at acquiring the Business Interactif shares (the “Offer”), opened between August 6 and September 7, 2007 and reopened between September 21 and October 12, 2007, Publicis Groupe holds 12,461,629 shares over a total of 13,032,098 representing 95.62% of the share capital and 96.44% of the exercisable voting rights of the company¹.

As indicated in its prospectus dated July 10, 2007 and having obtained visa n°07-280, Publicis Groupe has decided, pursuant to article L. 433-4 III of the French *Code monétaire et financier* and article 237-16 I 1° of the general regulations of the French financial authority (“AMF”), to implement a squeeze out on the Business Interactif shares not yet held. 460.469 shares representing 3.53% of the share capital and 3.56% of the exercisable voting rights of Business Interactif are concerned by the squeeze out that will be completed at the Offer price, i.e 10.10 euros per share.

In its notice n° 207C2525 dated November 15, 2007, the AMF indicated that the squeeze out and the delisting will be implemented pursuant to a detailed timetable to be published by Euronext Paris SA. The amount corresponding to the compensation has been deposited with Lazard Frères Banque, 121, boulevard Haussmann – 75008 Paris.

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Pursuant to article L. 621-8 of the French *Code monétaire et financier* and article 231-23 of the general regulations of the AMF, the AMF, in accordance with its clearance decision on the Offer dated August 1st, 2007, has issued visa number 07-280 on the prospectus prepared by Publicis Groupe.

Documentation concerning this offer is available on the Publicis Groupe (www.publicisgroupe.com) and the AMF (www.amf-france.org) websites. This documentation is also available free of charge from Publicis Groupe, 133 avenue des Champs Elysees – 75008 Paris, Ixis Corporate & Investment Bank, a Natixis subsidiary, 47 quai d'Austerlitz – 75648 Paris Cedex 13, and from Lazard Freres Banque, 121 boulevard Haussmann – 75008 Paris.

¹ Further to the Offer, Business Interactif held 453,120 treasury shares, corresponding to the amount of treasury shares mentioned in AMF notice n° 207C2324 dated October 22, 2007, i.e 458,535, minus 5,325 treasury shares that have been sold pursuant to the liquidity agreement concluded by the company. At the date hereof, the percentage of share capital and exercisable voting rights of Business Interactif held by Publicis Groupe results from the Business Interactif share capital decrease operated by the cancellation of 343,210 treasury shares decided by the board of directors of the company on November 12, 2007. Business Interactif still hold 110,000 treasury shares representing 0.84% of the share capital and 0% of the voting rights corresponding to the allocations of free shares.



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 counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications.

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