



## PRESS RELEASE

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### **PUBLICIS DIALOG LAUNCHES U.S. CORPORATE & INVESTOR RELATIONS PRACTICE**

**NEW YORK** (May 30, 2001) – Publicis Groupe S.A. (NYSE: PUB), the world's sixth-largest advertising and communications company, announced the launch of a Corporate & Investor Relations practice within Publicis Dialog<sup>SM</sup>, its holistic communications<sup>SM</sup> agency in the U.S.

Publicis Dialog, with 350 employees and annual revenue of \$50 million, will create this practice through the merger of two corporate and investor relations consulting firms, Fabianne Gershon Associates Inc. and The Hudson Stone Group, both of New York, with Publicis Dialog's existing investor relations staff.

The merger brings together the talents of three notable senior executives. Fabianne Gershon is the former head of corporate communications for Morgan Stanley Dean Witter & Co. (NYSE: MWD), The Bear Stearns Companies, Inc. (NYSE:BSC) and Blyth Eastman Dillon, now part of UBS AG (NYSE: UBS). Hudson Stone's Gary Fishman specializes in structuring turnaround investor relations programs. Mark Perlgut is currently Executive Principal, Publicis Dialog. Ms. Gershon will head the practice as Executive Principal, Executive Director, Corporate & Investor Relations Practice. Mr. Fishman and Mr. Perlgut will be named Executive Principals, Group Managing Directors.

Publicis is committed to a holistic approach to communications which builds brand equity by focusing on the delivery of consistent messages through multiple channels centered around a compelling idea.



"We are delighted that Ms. Gershon, one of the industry's most respected financial public relations professionals, and Mr. Fishman are joining forces with Publicis. They share our holistic perspective and can offer the kind of high quality expertise that will help clients to expand their brand equity in the marketplace and in the securities markets," said Robert H. Bloom, chairman and chief executive officer of Publicis in the United States, where Publicis Groupe has more than 100 publicly traded clients.

Today's announcement follows Publicis Chairman and Chief Executive Maurice Lévy's widely reported April 19 keynote speech at the American Association of Advertising Agencies' annual management conference in which he urged the communications industry to adopt a more holistic approach as a way of taking greater accountability for delivering results to clients.

"This new Corporate and Investor Relations practice will bring clients the best of both worlds," said Mr. Lévy. "Business performance and share price are an intrinsic part of a company's overall reputation and brand image. When viewed holistically, clients derive greater benefit from expert IR counsel that synergistically positions and promotes their brand with a powerful single voice."

Lévy added, "Corporations receive a superior return on their communications investment when all practices – advertising, relationship marketing, public relations, and corporate/investor relations – work together to generate brand equity on both Wall Street and Main Street."

Andy Hopson, president and chief operating officer of Publicis Dialog, which has recently become one of the top 20 public relations firms in the U.S., said the new practice would enable Publicis to focus on companies coping with the current bear market and possible recession.

"The current situation calls for a new approach to market strategies and communications," Mr. Hopson said. "Our offering is very specific. We will provide experienced corporate and financial communications counsel to help companies communicate with stockholders and investors during uncertain times."



"We joined Publicis because it is a powerful brand in strategic advertising and public relations," said Ms. Gershon. She said the Corporate & Investor Relations practice will feature three core disciplines: investor relations for companies that want to increase value for shareholders; corporate relations for companies that want to maximize opportunities and minimize uncertainty; and a crisis practice for takeovers, mergers, acquisitions, workouts, restructurings and spin-off situations.

The practice will feature senior-level consultants with experience in consumer brands, financial services, healthcare, investment and money management, media, entertainment, information, publishing, broadcasting, real estate, technology, telecom, transportation, railroad, and oil and gas. It will also offer expertise to companies with complex stories or spotty financial performance, companies that have overcome difficult histories, and companies that have repositioned themselves into attractive investments.

In addition to heading corporate communications at Morgan Stanley, Bear Stearns and Blyth Eastman Dillon, Ms. Gershon managed investor relations for Bear Stearns' initial public offering in 1985 and advised Lehman Brothers (NYSE:LEH) in its 1993 spin-off from American Express (NYSE: AXP). She has been involved in more than 300 initial public and mutual fund offerings, secondary financings and private placements as well as high profile mergers for companies such as Norfolk Southern Corporation (NYSE: NSC), PricewaterhouseCoopers and CoreStates Financial, now part of First Union (NYSE: FTU).

Mr. Fishman's career includes counseling companies such as Bergen Brunswig (NYSE: BBC), Commodore International, Scholastic Corporation (NMS: SCHL), and Jones Apparel Group (NYSE: JNY), as well as Marvel Entertainment, Toy Biz and New World Communications Group, companies controlled by Ronald O. Perelman's MacAndrews & Forbes holding company in the mid-1990s. More recently, Mr. Fishman managed investor relations for highly successful initial public offerings of Prodigy Communications (NMS: PRGY) and World Wrestling Federation Entertainment (NYSE: WWF).



## PUBLICIS GROUPE S.A.

Mr. Perlgut was chief speechwriter to Donald Regan, former head of Merrill Lynch (NYSE: MER), and to John Phelan, former head of the New York Stock Exchange. Mr. Perlgut has led investor relations programs for Cardinal Health, Inc. (NYSE: CAH), Pall Corporation (NYSE:PLL), Thermo Electron Corporation (NYSE: TMO) and DeVry Inc. (NYSE: DV). Previously, he was deputy director of corporate communications at Chemical Bank, now part of JP Morgan Chase (NYSE: JPM), and a reporter for The New York Times

Publicis Dialog<sup>SM</sup> unites corporate, public and investor relations, direct marketing, sales promotion, design, integrated advertising and Internet marketing. It operates U.S. offices in New York, Chicago, Dallas, Seattle, San Francisco, Salt Lake City, Indianapolis and Boise. Publicis Dialog and Publicis are part of Parisbased Publicis Groupe S.A. (NYSE: PUB) with global billings of \$16 billion and offices in 100 countries.

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