

Optimedia UK (Publicis Groupe) leads new business rankings by Campaign magazine

Paris, June 5, 2001 - League tables published by Campaign magazine rank media consultant and space-buying specialist Optimedia, a subsidiary of Publicis Groupe, first in the UK for new business. In the first quarter of 2001, Optimedia reported a total gain of £35 million (EUR 58 million), ahead of Mediacom (£11 million), Zenith (£8.5 million), MGM (£8 million) and OMD (£8 million).

Optimedia has won a string of prestigious new accounts since January, among them *Vizzavi*, *Glamour Magazine*, *Sara Lee Bakeries*, *Citizen*, *EFD (film distributors)*, *Reality*, *the UK Post Office*, *COI (Interactive)* and *EDS*.