



PRESS RELEASE

Publicis Groupe SA position concerning Cordiant

Paris, July 14, 2003 – Notwithstanding the announcements made by Publicis on July 11 and 13 there has been inconsistent reporting of Publicis' intention regarding Cordiant. Publicis Groupe SA reiterates that since June 17, when the Supervisory Board (Conseil de Surveillance) unanimously decided not to engage in an auction process for Cordiant, Publicis has had and continues to have no interest in acquiring, either directly or indirectly, shares in Cordiant or in participating, either directly or indirectly, in any possible attempt to gain control of Cordiant. As we have consistently repeated, our interest remains limited to certain specific assets: Cordiant's 25% shareholding in ZenithOptimedia Group, in which Publicis holds the remaining 75% of the shares; the media agencies operating under the Zenith brand pursuant to franchise agreements entered into with ZenithOptimedia Group, and some assets which have links with our clients. We stated in our press release of July 11 that our interest was solely in these assets.

UK Active Value asked to meet with us last week. After first declining to meet, we finally met with representatives of UK Active Value on Saturday, July 12, after having been authorised to do so by the UK Takeover Panel. The proposal made to us by UK Active Value was declined because, amongst other things, it would have involved Publicis being a party to arrangements that may have led to a change of control of Cordiant.

Publicis reserves its rights in relation to any commercial arrangements with Cordiant following a change of control of Cordiant.

Publicis Groupe SA (Euronext Paris : 13057, NYSE : PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks : Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **media counsel and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: www.publicis.com and www.finance.publicis.com

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