



PUBLICIS GROUPE

PRESS RELEASE

Paris, November 13, 2006

Louis Capozzi to Become Chairman Emeritus of Publicis Public Relations and Corporate Communications Group (PRCC)

Maurice Levy, CEO of Publicis Groupe, announced today that Louis Capozzi will step down as Chairman of PRCC at the end of this year, continuing as Chairman Emeritus in 2007. Capozzi has been Chairman of the Groupe's PRCC unit since its founding in April 2005. Prior to that appointment he was Chairman and Chief Executive Officer of Manning Selvage & Lee (MS&L).

"Throughout his career, Lou has been a passionate advocate for the value and importance of public relations," said Maurice Levy, Chairman & CEO of Publicis Groupe. *"This passion helped drive the formation of PRCC and has contributed greatly to its success. He has been a leader in the industry, a teacher and mentor to his teams and a vital counselor to our clients."*

In his new role, Lou Capozzi will remain on the PRCC Executive Committee, providing strategic advice and counsel. He will also remain active with key clients, and continue representing Publicis Groupe in the public relations industry.

Lou Capozzi joined MS&L in 1990 as Director of Creative and Strategic Development, became Executive Vice President in 1995 and assumed the role of Chairman and CEO in 1997. Under his leadership, the firm tripled in size over a five-year period. In his 38-year career Lou Capozzi also held senior-level positions at Ayer Public Relations and Ketchum and was Vice President of corporate communications for Aetna Life & Casualty. He has been active in several industry organizations including the Public Relations Society of America and the Council of Public Relations Firms. Lou Capozzi is the Council's former Chairman of the Board and has recently been named Vice President of the International Communications Consultancy Organisation (ICCO), where he will become President in 2007.



Most recently Lou Capozzi was appointed Adjunct Professor at the Public Relations and Corporate Communications Master's program of the New York University's School of Continuing and Professional Studies. He is also a frequent lecturer at industry events as well as the Wharton Graduate Business School's Fellows program.

"During my career I've seen the public relations industry transform, rise in stature and become recognized as integral component in business management," said Lou Capozzi. *"The Groupe's support of PRCC firms was a great asset to me during my time as Chairman and creates the ideal framework for PRCC businesses to continue their growth and success."*

In addition to organic growth achieved since its formation, PRCC has an acquisition plan in place. The effort focuses on targeting firms in key markets not currently represented, which can add to the Groupe's world-class capabilities in public affairs, corporate communications, consumer and healthcare public relations. At the end of 2005, the Publicis Groupe acquired a 50.01% stake in Freud Communications, the leading independent British consumer public relations firm, and increased its stake in Capital MS&L, a London-based financial PR firm. In the area of corporate communications, Mediasystem Group, a leader in Human Resources communication and Editing, merged with Publicis Consultants in September 2005 to create the largest corporate communications agency in France.

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**Publicis Public Relations and Corporate Communications Group**

With its 1,800 employees in 25 countries, PRCC networks and agencies include Manning Selvage & Lee, Publicis Consultants and Freud. Services cover a broad scope of public relations and corporate communications expertise such as corporate branding, institutional communication, crisis and issues management, public affairs, financial communication and investor relations, workplace communications, media relations, consumer marketing and entertainment marketing.

Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 40,000 professionals.

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

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

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