



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE ACQUIRES G4 ADVERTISING CO. LTD. IN CHINA

Paris, 12 July 2010 - - Publicis Groupe announces today that it has acquired G4, a Beijing-based full-service advertising agency. Effective immediately, the agency will rebrand as Publicis G4, and will be joined by the Publicis Beijing Nestlé team to service Nestlé throughout Greater China.

Current G4 Managing Director, Laurent Beloeuvre, will head the new entity, and will have the additional role of Greater China Director on the Nestlé account.

Launched in 2009, G4 with 28 advertising professionals offers design and creative expertise, event management and consulting for Nestlé in China.

China has one of the most dynamic and fastest-growing advertising markets in the world. According to ZenithOptimedia forecasts (March 2010), the Chinese ad market is expected to grow by 11.5% in 2010. Publicis Groupe is present in China through all of its global networks. The Groupe employs more than 3,700 professionals throughout more than 50 cities (including Beijing, Shanghai, Chengdu, and Guangzhou).

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About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third largest communications group. It ranks as the world's second largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty, as well as New York-based Kaplan Thaler Group. Media consultancy and buying is offered through the two first ranked worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by the two first ranked Digitas and Razorfish networks. Publicis Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Denuo, Razorfish, Starcom MediaVest Group and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MS&LGroup, one of the world's top three PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events, sports marketing and events. **Web site:** www.publicisgroupe.com

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