



PRESS RELEASE

MONICA MENGHINI NAMED CEO OF 3dswym

Paris – November 22, 2007 - Maurice Lévy, Chairman and CEO of Publicis Groupe, and Bernard Charlès, President and CEO of Dassault Systèmes, are pleased to announce the nomination of Monica Menghini as CEO of 3dswym. 3dswym was launched in June 2007 as a strategic partnership to leverage the vast consumer intelligence and global marketing skills of Publicis Groupe with the cutting-edge 3D technology of Dassault Systèmes. 3dswym is a highly innovative collaborative Web-based 3D platform allowing marketers and consumers to co-create products and marketing concepts, from packaging to in-store product placement, up to the point of sale, using 3D technology and Web 2.0. Its capabilities also include virtual shopping tests and shopper marketing consulting in 3D.

Among her responsibilities, Monica Menghini will oversee the international roll-out of 3dswym to top worldwide consumer goods marketers. She will be based in Paris.

From the end of 2003, Monica Menghini was General Manager EMEA of Saatchi & Saatchi X (the shopper marketing network within Saatchi & Saatchi), and worldwide account director for Fromagerie Bel. Prior to this, from 2001 to the end of 2003 she was Regional Account Director for Fabric Care (P&G) at Saatchi & Saatchi Europe. Before joining Saatchi & Saatchi, Monica Menghini worked for Procter & Gamble from 1988 to 2000, and from 1999 to 2000, she was based in Geneva, where she worked at the Global Business Unit of Procter & Gamble Europe.

Monica Menghini, 45, holds a Degree in Law from the University of Rome.

3dswym demonstration and information: www.3dswym.com : Experience it!

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About 3dswym

3dswym is a global joint venture in the field of web-based 3D, 51%-owned by Publicis Groupe and 49%by Dassault Systèmes. It is the first Experiential Marketing consultancy to offer a collaborative platform allowing marketers and consumers to co-create products and concepts using advanced web-based 3D tools. 3dswym draws on products and services of Dassault Systèmes for technology and software solutions, and on the marketing knowledge of Publicis Groupe for communication and marketing insights. 3dswym is headquartered in Paris.

Web site: www.3dswym.com

About Publicis Groupe

Publicis Groupe (Euronext Paris: FR0000130577) is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications.

Web site: www.publicisgroupe.com

About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 100,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - SolidWorks for 3D mechanical design - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, and 3DVIA for online 3D lifelike experiences. Dassault Systèmes is listed on the Nasdaq (DASTY) and Euronext Paris (#13065, DSY.PA) stock exchanges. For more information, visit: www.3ds.com.

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