



PUBLICIS GROUPE

PRESS RELEASE

GM

Paris, July 21 2009 -- On Friday July 10th 2009, General Motors Company purchased substantially all of the operating assets of General Motors Corporation in a Section 363 transaction, effectively allowing the New GM to operate outside the Chapter 11 process in the U.S., free from many of Old GM's legacy obligations. The New GM will operate the Chevrolet, Cadillac, Buick and GMC brands on an ongoing basis while it continues the process of selling or winding down the Saturn, Saab, and Hummer brands and winds down the Pontiac brand. Motors Liquidation Company, the Old GM, plans to liquidate the remaining assets. The agencies of Publicis Groupe have worked with Old GM and will continue to work with New GM. As we noted in our release of June 4th we are now in a better position to quantify our financial exposure as a result of the GM bankruptcy.

Since the filing of the bankruptcy, Old GM has signed agreements with some of our agencies and assumed and assigned contracts with other of our agencies to New GM. As a result, we have received payment of the bulk of our fee receivables as of the date of the bankruptcy, and GM has committed to pay us our remaining pre-petition fee receivables over the next few months.

Taking into account the principle of sequential liability and the commitments we have received from GM, we have re-evaluated our maximum exposure at € 9 million, which will be reflected in our second quarter numbers when they are released on July 23, 2009.

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 agency, and is a global leader 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, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

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