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Frankel, Publicis Appoint New CEO of Siren Technologies, BrandGuard Divisions

Chicago (April 9, 2001)—Today, Frankel, a leading promotional marketing agency in the Publicis SA network, announces in conjunction with Publicis the appointment of Jean-François Valent to CEO of Frankel's BrandGuard and Siren Technologies divisions. He will report directly to Maurice Levy, Publicis worldwide chairman and chief executive officer.

In light of recent new business wins for BrandGuard and Siren, the companies will be expanded to an international level, where they can grow their already impressive international portfolio of the world's leading marketers. As CEO, Valent will lead the planned international expansion, as well as further developing the US business.

Jean-François is uniquely qualified to help the companies truly leverage their success and capabilities both in the US and internationally. This appointment demonstrates the level of Publicis' commitment to the further growth of Siren and BrandGuard in particular and technology generally."

BrandGuard, a division of Chicago-based Frankel, is a patent-protected system that manages assets and imagery for large, multi-faceted companies. It is the most comprehensive and advanced on-line production and fulfillment system available, providing clients the ability to access the system to personalize their own sales materials, POP, transit or other communications. Some of the clients currently using the BrandGuard system include the United States Postal Service, McDonald's, and Jim Beam.

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In July 1997, Siren unveiled Dynamic Digital Signage; a patented process designed to create electronically control and deliver point-of-purchase messages in retail locations anywhere in the world. Since its inception, Siren has worked with such leading consumer-marketing clients as McDonald's, Harris Bank, Eddie Bauer and MetroBus in Paris.

"I am eagerly anticipating the challenges this new role will bring," said Valent. "The technology business model is unique and requires special investment and attention. I look forward to building on the recent successes of Siren and BrandGuard and to expanding into untapped markets."

Valent, began his career in 1988 in Arthur Andersen's financial audit branch. Subsequently, he moved to the US to work for Alcatel Network Systems as a project leader for industrial rationalizations. His career in the Publicis Group started in 1991 at Publicis Conseil, Paris, where he worked on brand projects including SFR, Maggi, France Info/Inter, the Moroccan Tourist Board and Renault.

Valent is a member of the management board of Publicis Conseil in Paris, and most recently managed an account group working on brands including Vittel, Heineken, President and Dixon's. He was also an active participant in the Publicis 2010 project.

Frankel has headquarters in Chicago and employs approximately 750 people nationwide with offices in San Francisco and Southern California. In January of 2000, Paris-based Publicis Group SA, the 5th largest communications group in the world, acquired Frankel.

Frankel offers its clients integrated marketing solutions based on four core competencies: market intelligence; knowledge of trends and popular culture; retail expertise; and consumer insight. Frankel's blue-chip client roster includes Nestle, the United States Postal Service, Target, United Airlines, McDonald's, Frito-Lay, Tropicana and Visa. For more information, log on to the Frankel Web site at www.frankel.com.

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