



PRESS RELEASE

The Publicis Agency Doubles Size In Mexico

July 25, 2002 - Publicis Groupe SA announces today the merger of its agency Publicis•Romero with Arredondo De Haro, a Mexican advertising agency of which Publicis Groupe has acquired a majority participation. Following the merger, Publicis Romero will become Publicis•Arredondo/de Haro from August, 1, 2002, effectively doubling Publicis Worldwide' presence in Mexico.

Publicis•Arredondo/de Haro will be managed by Eliseo Arredondo as President and CEO, Antonio De Haro as Head of Creative Services and Pedro Zaldivar as Client Service Director. Eliseo and Antonio founded Arredondo de Haro 17 years ago.

Carlos Romero, President and CEO of Publicis•Romero since its founding in August 1996, will leave the group to manage his other business interests.

Artymaña, a graphic design company headed by Natalie Monroy, and **Publicis Dialog** headed by Gerardo Vazquez will also be part of the group.

As a result of this merger, the new agency will achieve a prime position in the Mexican advertising market, with an impressive list of local and international accounts. They include:

BANAMEX	HAMILTON BEACH
BANCOTEL	HEWLETT-PACKARD / COMPAQ
BMW	L'OREAL
BRIDGESTONE / FIRESTONE	MINI COOPER
BRITISH AIRWAYS	NESTLÉ
CARREFOUR	PRINCIPAL
CITIZEN	SANOFI
DEL MONTE	TEFAL
ERICSSON	TELCEL
GARNIER	WHIRLPOOL

Salomon Salto, Regional Chairman, Publicis Latin America said *"Mexico clearly is a priority market for Publicis. This is the first country in which we opened an agency outside Europe 6 years ago. We are grateful to Carlos Romero for his relentless support in our first step in Latin America and, we are delighted to have found such professional partners as Eliseo Arredondo and Antonio De Haro to continue and accelerate our expansion in Mexico."*



PUBLICIS GROUPE S.A.

Eliseo Arredondo stated, *"The combination of Publicis, an advertising network with European heritage and our Mexican agency will represent a true "difference" by providing the best advertising and communication services in the Mexican market. This is the most important decision that Antonio and myself have made in our professional careers since we took the decision to start our own agency 18 years ago"*.

Arredondo De Haro was founded in 1985. Since that date, it has been a highly respected agency among the business community in Mexico. The agency has always established long term relationships with its clients based on solid results.

Artymaña, "taller de imagenes", was born in 2000 as an integrated graphic communication firm in which creative hands and open minds get together, looking for the balance between art and design. With the experience of a qualified group of designers, Artymaña proposes solutions to all graphic and communication needs for the products and services of its clients.

Publicis Dialog is the CRM (Customer Relationship Management) division for the Group. This division is handled by Gerardo Vazquez, who has an impressive career in below-the-line activities in the Mexican market. Dialog works with other agency departments to integrate and complement a wide range of services such as: Direct Marketing, Sampling, Event Marketing and Promotions. This gives our clients the possibility of a holistic effort and generates omnipresence of the brands, following aligned strategic thinking in all disciplines.

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Publicis Groupe SA (Euronext Paris: 13057, NYSE: PUB) is the world's fourth largest communications group (AdAge ranking, April 2002) following the closing of the acquisition of Bcom3, with operations in 102 countries around the world.

The Group's activities include advertising, marketing services and specialized communications, including public relations, corporate and financial communications, ethnic group communications and healthcare communications. It is also ranked first worldwide in media consultancy and buying. This comprehensive range of services is made available to clients through the autonomous worldwide networks: Publicis Worldwide, Saatchi & Saatchi Worldwide, Leo Burnett Worldwide, D'Arcy Worldwide and Fallon Worldwide, in addition to its consultancy and media buying networks: The Zenith Optimedia Group and Starcom MediaVest Group.

Publicis created a new communication concept called the Holistic Difference, which has generated new levels of impact in such campaigns as the Euro 2002 Information Campaign for the European Central Bank and the twelve national central banks of the Euro region.

With a staff of 20,592, Publicis Groupe SA reported (before acquisition of Bcom3) year 2001 billings of EUR 16.7 billion, revenues of EUR 2.43 billion and a net income of EUR 200 million.