

Paris, January 11, 2010

## **The Women's Forum and Terrafemina Announce a Partnership**

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The Women's Forum and Terrafemina have announced a partnership to develop their cooperation in three areas:

1. Continuing the relationship with participants at the Women's Forum between sessions: the Women's Forum and Terrafemina websites will remain separate and will develop their complementary features in order to promote exchanges of ideas and maintain dialogue between members. The Women's Forum in association with Terrafemina will thus be able to continue its debates throughout the year, over and above its annual global meeting held in Deauville.
2. Content: Véronique Morali – founder and CEO of Terrafemina, and one of the pioneers of the Women's Forum alongside its founder, Aude de Thuin – will participate in the group responsible for developing the Forum's program and the content available on the site.
3. Complementary offerings: throughout the year, the Women's Forum and Terrafemina will organize debate sessions for business partners, providing them with a global and complementary presence designed to raise their profile.

Publicis Groupe plans to create bridges between the Women's Forum, Terrafemina and brands in order to enrich content and dialogue with visitors to their respective sites.

Véronique Morali is to join the Board of Directors of the Women's Forum and may acquire a capital stake.

Aude de Thuin, President of the Women's Forum, said: "Véronique has been part of the Women's Forum team since it was founded in 2005. She has developed some remarkable achievements since the launch of Terrafemina in 2008. I am very pleased that we will be able to work together even more closely in the future".

"I am delighted by this collaboration with Publicis Groupe and the Women's Forum. The prospects for development between Terrafemina and the Women's Forum are extremely promising. We will be opening up a rich, constructive and lasting dialogue between our members all over the world" said Véronique Morali.

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#### **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 43,000 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 and Razorfish. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, 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. Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **About Women's Forum**

The Women's Forum for the Economy and Society was founded in 2005 by Aude de Thuin, as an independent global forum inspired by women's vision. The Forum is a platform for debate, sharing, brainstorming and action where women can express their views on all the major issues affecting our societies. In 2009, the Forum numbered 1,200 participants representing 70 countries. From 2010 onwards, the Forum aims gradually to cover every region of the world through the Women's Forum meetings. Official website: [www.womens-forum.com](http://www.womens-forum.com)

#### **About Terrafemina**

Founded in April 2008 by Véronique Morali, webzineTerrafemina.com now attracts close on 350,000 visitors a month and has a membership of 30,000. With its Web TV featuring exclusive original content and a library already stretching to over 700 videos, Terrafemina.com offers a different take on the world and the news, informing and helping women in their everyday lives. Members enjoy access to a novel community space where they can discuss issues amongst themselves and with the experts contributing to the site. In 2009, Terrafemina also launched consulting and services platform Terrafemina Entreprises, which relies on its network of experts to provide individual businesses with customized long-term programs to foster the emergence of women's communities and to promote positive gender mixity at work, team cohesion and effectiveness. Website: [www.terrafemina.com](http://www.terrafemina.com)

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