



## PUBLICIS GROUPE

### PRESS RELEASE

## **PUBLICIS GROUPE COMPLETES ACQUISITION OF PERFORMICS SEARCH MARKETING BUSINESS**

*Paris, September 10, 2008* - Publicis Groupe (EURONEXT Paris: FR0000130577) announced today that it has completed its acquisition of the Performics search marketing business from Google (NASDAQ: GOOG). Chicago-based Performics, one of the leading search marketing services providers, helps to improve the performance of advertisers' investments and maximize client campaign effectiveness.

With this acquisition, Publicis Groupe inherits nearly 130 clients and 200 search marketing experts who operate out of offices in Chicago, San Francisco, New York, London, Hamburg, Sydney, Singapore and Beijing. The business will report into Curt Hecht, President of the VivaKi Nerve Center, launched by Publicis Groupe in June of 2008.

#### **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 offering 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)

\* \* \*

#### **CONTACTS**

##### **Publicis Groupe**

Peggy Nahmany, Corporate Communications  
[peggy.nahmany@publicisgroupe.com](mailto:peggy.nahmany@publicisgroupe.com)

+ 33 (0)1 44 43 72 83

Martine Hue, Investor Relations  
[Martine.hue@publicisgroupe.com](mailto:Martine.hue@publicisgroupe.com)

+ 33 (0)1 44 43 65 00