PUBLICIS GROUPE WON HP PERSONAL SYSTEMS GROUP
PAN-EUROPEAN ADVERTISING AND DIGITAL COMMUNICATIONS

Paris, April 16 2009 -- Publicis Groupe has been named to handle above the line communications for Hewlett-Packard’s personal systems group (PSG) across Europe, Middle East & Africa.

Geneva-based, PSG, HP’s personal computer laptop and handheld division, has handed its EMEA digital communications to Publicis Modem, part of Publicis Worldwide, and its advertising communications to Saatchi & Saatchi Geneva, part of Saatchi & Saatchi. The appointment is effective immediately.

The pitch was co-led by Richard Pinder, Chief Operating Officer (COO) Publicis Worldwide and Pedro Simko, Chairman Saatchi & Saatchi Geneva and EMEA Chief Marketing Officer.

Comments Richard Pinder, COO Publicis Worldwide: “HP is an extremely long standing and highly valued client and we are delighted to be expanding our relationship across our home territories”.

Comments Pedro Simko, Chairman Saatchi & Saatchi Geneva: “We are really excited to be building an even stronger base for HP in EMEA; this is terrific news for our agency”.

* * *

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 45,000 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

# # #

Contacts :

Publicis Groupe
Peggy Nahmany, Corporate Communication + 33 (0)1 44 43 72 83
Martine Hue, Investor Relations + 33 (0)1 44 43 65 00