

PRESS RELEASE

Publicis Groupe, Second Group Most Awarded in Cannes with a Total of 101 Lions

Paris, June 30, 2009 – The 56th annual Cannes Lions International Festival has ended on a very positive note for Publicis Groupe. For the third year in a row, the Groupe is ranked the second most creative groupe with wins of an impressive 101 Lions. Publicis Groupe ranked second after Omnicom in terms of number of prizes, and before WPP.

Publicis Groupe agencies took 1 Grand Prix (Promo), 21 Gold, 25 Silver, and 46 Bronze Lions in total. The Groupe's creative talent was recognized in all catagories, particularly in Film (16 Lions), Titanium & Integrated (2 Lions), Press (9 Lions), Outdoor (14 Lions), Cyber (8 Lions), Promo (8 Lions), Radio (4 Lions), Media (18 Lions), Direct (5 Lions), PR (7 Lions) and Design (10 Lions). Leo Burnett was the Groupe's most awarded network with 33 Lions, but there were also strong showings for Saatchi & Saatchi with 25 Lions, and for Publicis with 22 Lions (including 4 Lions for Duval Guillaume and 4 Lions for Marcel). Both Fallon and BBH won an impressive 2 and 9 Lions respectively. VivaKi recorded 9 Lions, 7 Lions for Starcom MediaVest Group and 2 Lions for Zenith Optimedia. The juries also rewarded the creative talent of MS&L with 1 Lion.

Leo Burnett scooped the third place position in the network of the year category. Publicis Groupe is also recognized on the international scene as the most creative group in France thanks to the impressive performance of Publicis France. Marcel was the most awarded French agency. The agency won the only Gold Lion in Film and three Lions in Outdoor. Publicis Net was the most awarded French digital agency and won the only Gold Lion in Cyber. In addition, Publicis Groupe Young Talents were recognized with 9 Young Lions.

Maurice Lévy, Chairman & CEO of Publicis Groupe, welcomed the news: « Publicis Groupe is extremely proud for its employees and its clients. These results attest to the creative quality of the Groupe. Ranked the number one group in creative performance since 2004 by The Gunn Report and the second most awarded group at the Cannes Festival since 2007, Publicis Groupe is recognized by its peers for its creative talent and by its clients for its brand image and performances' contribution.»

All the winning creative is available at: www.publicisgroupe.com



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 45,000 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. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, 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.

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Column	Award	Title	Client	Product	Agency	Country
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Bronze	Police Gap	Vespa	Vespa	Saatchi & Saatchi Aucklanc	New Zealand
Bronze	Shirt	Procter & Gamble	Tide Detergent	Saatchi & Saatchi Guangzhou	China
Bronze	Bathrobe	Procter & Gamble	Tide Detergent	Saatchi & Saatchi Guangzhou	China
Bronze	Trousers	Procter & Gamble	Tide Detergent	Saatchi & Saatchi Guangzhou	China
Bronze	Chicken	Procter & Gamble	Oral-B Dental Floss	Publicis Brasil Sao Paulc	Brazil
Bronze	Pig	Procter & Gamble	Oral-B Dental Floss	Publicis Brasil Sao Paulc	Brazil
Bronze	Fish	Procter & Gamble	Oral-B Dental Floss	Publicis Brasil Sao Paulc	Brazil
Design Lions					
Gold	Buick Style Guide	General Motors	Buick	Leo Burnett USA Chicago	USA
Gold	Skimmer	Fallon	Advertising Agency	Fallon Worldwide Minneapolis	USA
Gold	Miss Dior Chérie	Dior	Miss Dior Chérie	Publicis Net	France
Silver	Broken Window	Sulakshan Kulkarni Cricket Academy	Cricket Academy	Red Lion Publicis Mumba	India
Silver	Ball Point	Amnesty International Malaysia	Letter Writing Campaign	Saatchi & Saatchi Petaling Jaya	Malaysia
Silver	Felt Tip	Amnesty International Malaysia	Letter Writing Campaign	Saatchi & Saatchi Petaling Jaya	Malaysia
Silver	Fountain Pen	Amnesty International Malaysia	Letter Writing Campaign	Saatchi & Saatchi Petaling Jaya	Malaysia
Silver	Stainbroidery (Ketchup)	Procter & Gamble	Tide Detergent	Leo Burnett Mumbai	India
Silver	Store+ The Store That Sells Hope	Portuguese Red Cross	Red Cross Donations	Leo Burnett Lisboa	Portugal
			Earth Hour : Global Warming		
Bronze	Vote Earth 2009 Design	World Wildlife Fund for Nature	Awareness	Leo Burnett Sydney	Australia
Bronze	Barbecue	Vision Art	3M Post-It Sticky Notes	Publicis Communications Petaling Jaya	Malaysia
Bronze	All Against Each Other	Amnesty Internationa	Human Rights Organization	Leo Burnett Lisboa	Portugal
Film Lions		i aminosi, internetina			·g
Gold	Pure Waters	Lion Nathan	James Boag's Draught	Publicis Mojo Sydney	Australia
Gold	Crash Test Panda	Fiat	Fiat Car Range	Marcel Paris	France
Gold	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi Londor	UK
Silver	Oasis Dig Out Your Soul In The Stree	NYC & CO/Warner Brothers Records	Dig Out Your Soul	BBH New York	USA
			,	Del Campo Nazca Saatchi & Saatchi	
Silver	Doctor	Ambev	Norte Beer	Buenos Aires	Argentina
				Del Campo Nazca Saatchi & Saatchi	J
Silver	It Guy	Ambev	Norte Beer	Buenos Aires	Argentina
				Del Campo Nazca Saatchi & Saatchi	J
Silver	Millionaire	Ambev	Norte Beer	Buenos Aires	Argentina
Silver	Warehouse	Miller Brewing Company/Miller High Life	Miller Beer	Saatchi & Saatchi New York	USA
Silver	High Life	Miller Brewing Company/Miller High Life	Miller Beer	Saatchi & Saatchi New York	USA
Silver	One Mississipp	Miller Brewing Company/Miller High Life	Miller Beer	Saatchi & Saatchi New York	USA
Silver	Guitar	Miller Brewing Company/Miller High Life	Miller Beer	Saatchi & Saatchi New York	USA
Silver	Painting	Miller Brewing Company/Miller High Life	Miller Beer	Saatchi & Saatchi New York	USA
Silver	Surgery	Visionlab Optician's	Optician	Publicis Communicacion Espana Madric	Sapin
Silver	Dinner	Visionlab Optician's	Optician	Publicis Communicacion Espana Madric	Sapin
Silver	Birds	Washington's Lottery	Lottery	Publicis In The West Seattle	USA
Silver	House Of Cards	Shelter	Homelessness Charity	Leo Burnett London	UK
Bronze	Jumpers	Flemish Milk Board (Vlam)	Milk	Duval Guillaume Brusselt	Belgium
Bronze	Freestylers	Flemish Milk Board (Vlam)	Milk	Duval Guillaume Brussels	Belgium
Bronze	Mariachis	Mars Mexico	Skwinkles Sweets	Leo Burnett Mexico	Mexico
Bronze	Secrets And Lies	Levi Strauss	501 Jeans	BBH London	UK
Bronze	Unboxed	Audi UK	Audi Q5	BBH London	UK
Bronze	Spaceships	Sitges Fantasy Film Festiva	Sitges Fantasy Film Festiva	Vitruvio Leo Burnett Madric	Spain
Bronze	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi Londor	UK
Bronze	Zack Johnson	Procter & Gamble	Tampax	Leo Burnett USA Chicago	USA
Titanium &					
Integrated Lion	\$				
Titanium	Oasis Dig Out Your Soul In The Stree	NYC & CO/Warner Brothers Records	Dig Out Your Sou	BBH New York	IUSA
Bronze	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi Londor	UK