Paris, February 5, 2010

LOV GROUP AND PUBLICIS GROUPE
IN EXCLUSIVE NEGOTIATIONS WITH FRANCE TELEVISIONS
TO ACQUIRE A 70% STAKE OF FRANCE TELEVISIONS PUBLICITE

Publicis Groupe and Lov Group have entered into exclusive negotiations with France Télévisions to acquire a 70% stake of the media sales entity, France Télévisions Publicité (FTP). Under the agreement, France Télévisions will retain the remaining capital.

Should the negotiation be positively concluded, the acquisition would be realized by Lov-Publicis. Their joint stake will be vested in a holding company, Lov-Publicis, owned 60% by Lov Group and 40% by Publicis Groupe.

The bid by Lov Group and Publicis Groupe is being paid out entirely by their cash reserves, and will provide FTP with the resources required to further develop and to successfully meet new challenges.

Lov-Publicis is planning to implement a growth strategy for FTP, and this is part of their strong commitment towards FTP.

This operation should be completed in the 2nd quarter 2010 and is subject to the usual conditions, such as the approval of the "Commission des Participations et des Transferts" and the agreement of the regulatory authorities.

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About Lov Group
Lov Group is the family holding company of Stéphane Courbit. It's subsidiary, Financière Lov is involved in the digital and entertainment businesses with Banijay (television production, technical services and programming), Mangas Gaming (online gaming), Rentabiliweb (Internet and Internet advertising networks), My Major Company (a community website dedicated to the production of cultural content. Financière Lov is also the lead shareholder in Direct Energie.

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

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