



PUBLICIS GROUPE

PRESS RELEASE

LEO BURNETT TO SHIFT TO NEW OPEN ARCHITECTURE MODEL

***NEW MODEL TO OPEN UP WIDER CREATIVE COLLABORATION WITH
STARCOM MEDIAVEST GROUP AND DIGITAS – TO BE LAUNCHED IN Q1 2008***

***UNPRECEDENTED ANALYTICS AND DIGITAL RESOURCE CENTER
TO DELIVER GREATER EFFICIENCIES AND MEASURABLE CUSTOM
SOLUTIONS TO CLIENTS***

Paris, November 13, 2007 – Publicis Groupe today announced a new, highly flexible agency model at Leo Burnett, to be rolled out starting in the U.S. in the first quarter of 2008. In order to take better advantage of huge changes in the media environment and consumer behavior, Leo Burnett is shifting to a collaborative, open architecture organization delivering right-size, right-time solutions to clients. The new model, unprecedented in the advertising and marketing industry, draws on a wide range of cutting-edge Publicis Groupe resources to transform the creative process, powering it with deeper, actionable human insights, a wide range of new digital tools and real-time production capabilities. The model is strategically designed to guarantee greater exchange of assets, resources and talent across Leo Burnett, Starcom MediaVest Group and Digitas, to the mutual benefit of each network. This entirely new model will permit fluid collaboration across these agencies based on client needs and opportunities. Leo Burnett, SMG and Digitas all remain independent -- on shared clients, some solutions could be led by Leo Burnett, others by SMG, others by Digitas. There will be no default lead -- but rather teams will be led by a single agency leader accountable to the team's success and responsible for one client P&L.

At the heart of the new Leo Burnett collaborative model will be a state-of-art central services operation, "*The Insight Factory*", an aggregation of some of the most powerful tools and talent in the industry. This unique operation will be sourced from Leo Burnett and Arc (creative, research, market segmentation, and planning, production and database management), SMG (media behavioral insights, media research and some digital production resources) and Digitas (creative, brand navigation, digital insights, dashboard management systems, digital production and technology development).

A new management board has been named to oversee the activation of the new model. Tom Bernardin, Chairman and Chief Executive Officer of Leo Burnett Worldwide; Renetta McCann, Global Chief Executive Officer of Starcom MediaVest Group; and David Kenny, Chairman and Chief Executive Officer of Digitas will each be accountable to deliver the unprecedented level of collaboration and partnership the new model requires. Jack Klues, Chairman of Publicis Groupe Media and a member of the Publicis Groupe Management Board "*Directoire*", will chair the Board, representing it at the Publicis Groupe Directoire level.

Leo Burnett will realign around key practice areas, including ideation/messaging, shopper marketing, multicultural, promotions and others -- at the same time preserving the highly successful, full-service model that has driven and is driving major multinational assignments. The practice approach will create a more flexible structure enabling clients to choose a full-service arrangement or select custom-built solution teams.



According to Maurice Lévy, Chairman and CEO of Publicis Groupe *“The new Leo Burnett model truly breaks the mold. In today’s opt-out world of consumer choice and control, clients need deeper, more measurable and more actionable insights to engage individuals at the right time and place, with the right content. Human insights elevate the creative product, and when that product is infused with digital expertise and delivered through state-of-the-art production, the results will be outstanding. Leo will be adding to this offering unparalleled data and analytics to give clients an ability to predict as well as measure results, all while giving them customized service teams they can access through a single source. No other marketing partner is offering this scope and scale of benefits and options.”*

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 (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications.

Web site: www.publicisgroupe.com

About Leo Burnett/ Arc

Leo Burnett Worldwide, comprising the Leo Burnett brand agency and marketing partner Arc Worldwide, is one of the world’s largest agency networks and a subsidiary of Publicis Groupe, the world’s fourth-largest communications company. LBW holds people at the centre of its strategic thinking, technological innovation and creative ideas, focusing first and foremost on human behaviour before attempting to tell a brand’s story.

With this approach, LBW ensures that people who buy into client brands believe in them all the more. With expertise in mass advertising and digital, promotional and retail marketing, LBW partners with blue-chip clients such as The Coca-Cola Company, Diageo, Kellogg, McDonald’s, P&G and Samsung. The company has won more advertising awards for campaign effectiveness than any other agency in the last six years in the U.S., has been heralded as a “pioneer on the frontier of marketing”, and continues to be ranked as one of the world’s top five creatively awarded networks worldwide.

Web Site: www.leoburnett.com

About SMG

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group encompasses an integrated network of highly specialized consumer contact companies. SMG’s global organization includes strategic marketing communication architects who are highly specialized in media management, search, response media, internet and digital communications, as well as multicultural, entertainment, gaming, sports sponsorship and event marketing and media. A subsidiary of Paris-based Publicis Groupe, SMG employs 5,600 contact experts in 67 markets worldwide and delivers business-building results for many of the world’s leading companies.

Web Site : www.smvgroup.com

About Digitas

Digitas is one of the world’s leading digital marketing and media companies. The Digitas marketing engine marries art (creativity and insight) and science (analytics, delivery, media, measurement, strategy and technology) to help global companies develop, engage and profit from their customer relationships. Digitas also operates Prodigious Worldwide, the dedicated digital productions company. Digitas is a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), the world’s fourth largest communications group and second largest media counsel and buying group.

Web Site: www.digitas.com

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