

THOMAS A. MOORE TO RESIGN AS PRESIDENT & CEO  
OF NELSON COMMUNICATIONS WORLDWIDE

New York, N.Y. -- Thomas A. Moore, president & chief operating officer of Nelson Communications Worldwide, today announced his decision to resign later this summer in order to assume a new position with a biotechnology company.

Nelson, a medical marketing and sales services company, was acquired by Publicis Groupe in November 2000. Publicis is currently in the process of acquiring Bcom3 in a transaction that is expected to close in August or September.

Publicis Chairman & Chief Executive Officer Maurice Levy said, "We thank Tom Moore for his leadership and wish him all the best in his new position." Levy said he will ask Roger A. Haupt, currently chairman and chief executive officer of Bcom3 Group, and slated to become president & chief operating officer of the new Publicis Groupe, to work closely with Moore and to serve as Nelson's interim leader as soon as the merger with Bcom3 is completed.

"The combined health care assets of Publicis and Bcom3 are extraordinarily impressive," Levy said. "As we move forward, we will be closely evaluating ways to best manage our health care marketing and sales business across the new scope of the Publicis Groupe. The strong global business reach of Bcom3's Medicus will be a powerful addition to the current breadth of our health care businesses in North America and Europe."

"I believe there are enormous opportunities for the new Publicis in the health care area," Haupt said. "I look forward to working with Tom Moore and others to identify how best to organize our assets on a worldwide basis and to identify a new chief executive officer for Nelson."

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