



PUBLICIS GROUPE

PRESS RELEASE

## **PUBLICIS GROUPE ACQUIRES RESOLUTE COMMUNICATIONS**

***Further Strengthening its Leadership in Strategic Healthcare Communications***

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Paris, May 19, 2010 — Publicis Groupe announced today that it has acquired London-based strategic healthcare consultancy Resolute Communications Ltd. Founded in 2002, Resolute Communications provides healthcare communications programs spanning strategic consulting, medical education, and media and public relations.

Headquartered in London with an office in New York, Resolute has an award-winning track record, notably as the *Pharma Times* Marketing Communications Agency of the Year, the *Holmes Report* European Consultancy of the Year and as *PR Week's* Consultancy of the Year. The consultancy's client includes many of the world's best known pharma and biotech companies.

Resolute will be merged with Publicis Life Brands in London and the combined entity will be renamed Publicis Life Brands Resolute. The new operations will employ nearly 100 communications specialists and will further strengthen Publicis Healthcare Communications Group (PHCG)'s position in the United Kingdom.

By merging the branding and digital expertise of Publicis Life Brands with the strategic communications capabilities of Resolute Communications, Publicis Life Brands Resolute will now offer clients the complete range of healthcare communication services. This targeted acquisition illustrates Publicis Groupe's ongoing commitment to pursuing growth opportunities that create value for its clients. The acquisition expands PHCG's offering, while further boosting its positioning as the leading global healthcare communications network. This important development follows *Advertising Age's* 2010 ranking of PHCG as the first network in healthcare communications.

The founders of Resolute Communications, Paul Blackburn and Anna Korving, have been named Joint Managing Directors of Publicis Life Brands Resolute. In this role, they will now report to Alain Sarraf, President of PHCG Europe.

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#### **About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is the first global network 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 the two first ranked worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by the two first ranked Digitas and Razorfish networks. Publicis Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Denuo, Razorfish, Starcom MediaVest Group and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MS&L Group, the sixth leading PR and events network, Publicis Groupe expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events, sports marketing and events.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

#### **About Publicis Healthcare Communications Group:**

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With nearly 3,000 employees, PHCG manages 16 agency brands through 41 offices located in 10 countries.

For more information, visit: [www.publicishealthcare.com](http://www.publicishealthcare.com)

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