



PUBLICIS GROUPE

PRESS RELEASE

SUPERVISORY BOARD: RENEWAL OF MANAGEMENT BOARD

Paris, December 5, 2007 -- The Supervisory Board of Publicis Groupe, chaired by Elisabeth Badinter, held its regularly scheduled meeting on Tuesday, December 4, 2007.

At this time, the Supervisory Board examined the composition of the new Management Board (the *Directoire*). The Management Board of Publicis Groupe is made up of five members, each serving a term of four years, in line with legal obligations. In view of the expiration of the mandates of Management Board members Maurice Lévy, Bertrand Siguier, Kevin Roberts, Jack Klues and Claudine Bienaimé, the Supervisory Board decided as follows:

- To renew the mandates of Kevin Roberts, Jack Klues and Maurice Lévy as members of the Management Board, as well as the reappointment of Maurice Lévy as CEO and Chairman of the Board.
- Not to renew the mandate of Claudine Bienaimé in light of her imminent retirement. The Supervisory Board paid tribute to Ms. Bienaimé for her outstanding services to the Groupe, and thanked her for her commitment and loyalty over a career spanning 41 years with Publicis Groupe, including four years as a member of the Management Board,
- Not to renew the mandate of Bertrand Siguier in light of his imminent retirement. The Supervisory Board expressed its warmest thanks to Mr. Siguier for his services to the Groupe and for his unswerving loyalty during his 38 years with Publicis Groupe, including eight years as a member of the Management Board. Bertrand Siguier has agreed, however, to take on a new role serving the Groupe, as Special Advisor to the Chairman.

Following the non-renewal of the terms of Claudine Bienaimé and Bertrand Siguier, the Supervisory Board appointed two new members:

- David Kenny, CEO, Digitas
- Jean-Yves Naouri, Executive Vice-President – Operations, Publicis Groupe



In addition, Jean-Michel Etienne, in his role as Executive Vice President – Finance Publicis Groupe, will continue to attend all Management Board meetings and will participate in all decisions.

"To a far greater extent than in many other companies, the success of our activities depends above all else on our talents. And Publicis has always had a gift for bringing together some of the greatest talents in our industry. The dedication, the precision and the considerable human and professional qualities that characterize Claudine Bienaimé have been major advantages in all the functions Claudine has held over the years," said Maurice Lévy, Chairman and CEO of Publicis Groupe. "Bertrand Siguier has contributed, thanks to his incredible advertising talents, to all the adventures that have made Publicis Groupe the great worldwide communication group it is today. He has played his part in conquering new frontiers, in establishing Publicis as an international force while remaining true to its culture, and has helped to write some of the finest pages in our history. Bertrand will continue to work with me as Special Advisor, particularly under the terms of the strategic alliance with our partner Dentsu. Claudine and Bertrand have been outstanding partners over all these years, demonstrating qualities and competencies of enormous value. I will personally miss Claudine and Bertrand, with whom I have worked closely over the years and developed working relationships that are hard to find, based on close understanding, friendship and rigor. The appointments of David Kenny and Jean-Yves Naouri are a clear illustration of youthfulness and dynamism at Publicis Groupe. As one page turns, another opens, full of promise for the future. I am extremely happy to welcome David and Jean-Yves to the Management Board and I have every confidence that with Jack, Kevin, David and Jean-Yves, our Groupe is embarking on a fresh round of growth and development."

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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

CONTACTS:

Publicis Groupe:

Peggy Nahmany, Corporate Communications:

+ 33 (0)1 44 43 72 83

Martine Hue, Investor Relations:

+ 33 (0)1 44 43 65 00



About David Kenny

David Kenny is CEO of Digitas and is a member of the Publicis Groupe Executive Committee, the P12. He leads the Groupe's overall digital and interactive strategy. Beginning with his appointment as Digitas CEO in 1997, David has led the Digitas agencies through a decade of evolution and growth to an industry-leading position in digital and direct marketing services. This position is now the digital cornerstone of the Publicis Groupe global offering.

Previously David was a Partner, and later a Senior Partner, of the global consulting firm Bain & Company from 1991 to 1997. He was named to its Policy Committee in 1995 at the age of 33. Prior to his consulting career, David held marketing and strategy positions with General Motors Corporation.

David holds a B.S. from the General Motors Institute (Kettering University) and an M.B.A. from Harvard Business School. He is a board member for Teach For America and a director of The Corporate Executive Board.

About Jean-Yves Naouri

Polytechnicien and Ingénieur des Mines, Jean-Yves Naouri started his career as an engineer in nuclear physics (CEA) and was later appointed as Department Head of the Service des Mines. He subsequently worked as the Cabinet Advisor to the Minister of Industry and Foreign Trade (then Dominique Strauss-Kahn), where he was in charge of a number of industrial sectors. In 1993, he joined Publicis Groupe where he founded Publicis Consultants (corporate communication, crisis communication and consulting). In 2000, he became President of Publicis Conseil, and later Publicis network Regional Chairman for Northern Europe. In 2004, he was named Executive Vice President of Publicis Groupe, responsible for the Horizon program, a strategic plan to streamline the Groupe organization. In 2006, he was named Executive Vice President – Operations, and was appointed to sit on the Publicis Groupe Executive Committee, the P12.