



PUBLICIS GROUPE

PRESS RELEASE

## **John Perriss to Depart ZenithOptimedia Group**

### **Publicis Groupe to Announce a Replacement and Transition Plans In The Near Future**

**PARIS, March 12, 2004**—Roger Haupt, President and COO of Publicis Groupe, confirmed today that ZenithOptimedia Group Chief Executive Officer John Perriss will leave the global media services company after a replacement has been installed and a transition process completed.

*“John’s departure is not a surprise,”* said Haupt. *“He confided some time ago that he was ready to move on, and he has been working with me to carefully map out a succession plan that will be simultaneously transparent to our clients and seamless to the operations of our network. We have identified a successor, and we will make an announcement in due course, but certainly not until we have had time to inform our clients and our employees.”*

Haupt added, *“The Publicis Groupe organization has two very powerful global media brands—ZenithOptimedia and Starcom MediaVest Group—and we will preserve the position of strength we enjoy by maintaining and fortifying our multiple brand structure. We need strong leadership at the top of both organizations as we continue to strengthen each network and reinforce the ability of each to provide outstanding service to clients.”*

According to Perriss, *“It has long been my intention to cease full time executive employment at the age of 55 years, and I am now approaching my 56<sup>th</sup> birthday. The company is in great shape and has achieved very positive momentum with the support of Publicis Groupe, so I’m comfortable taking my leave in favor of a limited number of non-executive roles as well as being able to devote more time to my private interests.”*

Perriss also submitted that no precise departure date has been agreed. *“I have been part of ZenithOptimedia since its inception, and I do not intend to leave until my successor is firmly in place and our clients are fully informed on the details of the transition.”*

*“John has been instrumental in making ZenithOptimedia a global market leader, and we are grateful for his remarkable commitment and service to this organization,”* said Maurice Lévy, Chairman and CEO of Paris-based Publicis Groupe. *“We wish him the very best in his future endeavors.”*



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Perriss entered the advertising industry in 1968 as a media assistant, and joined Saatchi & Saatchi in 1975. He became the industry's first worldwide media director in 1983, then championed the formation of Zenith Media in 1988. He led the company's entry into the continental Europe in the early 90s, the USA in 1995 and Asia in 1997 to create the world's first global media agency. Following Publicis Groupe's acquisition of a 50% stake in Zenith Media in 2000, Zenith and Optimedia were brought together under single management led by Perriss in 2001 before being merged into a single media network in 2003.

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### **About ZenithOptimedia Group**

ZenithOptimedia is one of the world's leading global media services agencies with 4,000 employees across 161 offices in 58 countries.

Key clients include Alcatel, Allied Domecq, British Airways, Darden Restaurants, Electrolux, General Mills, Giorgio Armani Parfums, Hewlett-Packard, HSBC, Iberia, Kingfisher, Kraft Foods, Mars, MBNA Europe, Nestlé, L'Oréal, Procter & Gamble, Puma, MG Rover, Polo Ralph Lauren, Qantas, Salvatore Ferragamo, Sanofi-Synthelabo, S C Johnson Wax, Siemens, Thomson Multimedia, Toyota/Lexus, Verizon, Whirlpool and Wyeth.

**Publicis Groupe** (Euronext Paris: 13057, NYSE: PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **media counsel and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

*Web sites:* [www.publicis.com](http://www.publicis.com) and [www.finance.publicis.com](http://www.finance.publicis.com)

### **Contacts**

Groupe Corporate Communications: Eve Magnant: +33 1 44 43 70 25

Groupe Investors Relations: Pierre Bénaïch: +33 1 44 43 65 00