PUBLICIS GROUPE

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PRESS RELEASE

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Clear success for Publicis Groupe's inaugural issue on the Eurobond market

Paris, 19 January 2005 — As part of a continuing move to simplify its balance sheet, on January 5 Publicis Groupe proposed early redemption of 2018 OCEANEs (bonds convertible into new or existing shares), through an additional put option granted to bondholders to be exercized in January/February 2005. At the same time, the redemption of this issue will be financed by the company's inaugural straight bond issue.

Publicis Groupe appointed Barclays Capital, BNP Paribas, Citigroup and SG CIB joint lead managers and bookrunners for this inaugural issue of euro-denominated bonds. Maturing in seven years on January 31, 2012, this issue amounts to EUR750 million and offers a spread of 94 basis points above the 7-year euro swap rate or a annual coupon rate of 4.125%.

Placed with qualified investors, Publicis Groupe's issue proved a remarkable success, since it offered the market an opportunity to gain exposure to a new signature in a sector where bond issues are infrequent. It was thus oversubscribed three times, with order book totaling approx. EUR2.2 billion. This issue, benefiting from a high-quality placement, was mainly subscribed in France and the UK by asset management firms, insurance companies and banks.

Finally, Publicis Groupe has swapped the issue into a floating US-dollar rate, thereby significantly reducing the exposure of shareholders' equity to variations in the euro/dollar exchange rate.

Jean-Michel Etienne, Publicis Groupe's Chief Financial Officer, comments: *"Publicis Groupe's financial strategy has now entered a decisive new phase, with priorities that include simplification of the balance sheet, gradual withdrawal from complex and dilutive instruments, and rating by the end of 2005. As part of this, we have made our first call on the straight bond market and I am naturally delighted with the market's enthusiastic response."*

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Loan Terms :

Amount	EUR750 million
Coupon	4.125%
Spread	7-year euro swap rate + 94bp
Issue	19 January 2005
Payment	28 January 2005
Maturity	31 January 2012
Issue price	99.303%
Listing	Luxemburg
Joint lead managers and bookrunners	Barclays Capital, BNP Paribas, Citigroup and SG CIB
Senior co-lead managers	ABN Amro, Calyon, Ixis CIB, Natexis

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Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. 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 consultancy and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: *www.publicis.com* and *www.finance.publicis.com*

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This announcement is not an offer for sale of the eurobonds in the United States or any other jurisdiction. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. Publicis does not intend to register any portion of the planned eurobond offering in the United States or to conduct a public offering of securities in the United States

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