



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe takes majority stake in Capital MS&L

Nick Bastin to join Capital MS&L as Director

Paris, April 4, 2006 – Publicis Groupe, through its international public relations network, Manning Selvage & Lee ('MS&L'), has acquired an additional 21% stake in Capital MS&L ('Capital') giving the Groupe a majority ownership of 51% in the international financial communications firm. The acquisition strengthens Publicis Groupe's ability to offer financial communications and investor relations advice internationally and will support Capital's continuing strong growth.

At the same time, Publicis Groupe has decided to consolidate its UK-based financial PR and investor relations operations within Capital MS&L, which will keep its name. Nick Bastin, who was hired by Publicis Consultants in March 2005 to establish a UK-based financial PR and IR practice, will now join Capital MS&L as Director, with immediate effect. Nick has advised clients including Arcelor, Legrand, Saras, Eutelsat, Eurotunnel and WIND during the course of the last year.

Capital was founded in May 2001 and offers its clients a range of financial communications consultancy services. In the last four years, it has worked on behalf of more than 15 of the World FT 500 companies, including Procter & Gamble, Deutsche Telekom and NTT DoCoMo.

Mark Hass, MS&L's chief Executive Officer, said: *"The Groupe's initial investment in Capital has more than paid off and we are now delighted to be increasing our ownership in an established, successful and rapidly growing business with a number of large high profile clients. We have ambitious plans for the coming years and this consolidation of our position in the financial communications market will help us to realise these plans."*

"Since our incorporation in 2001, we and our clients have benefited greatly from our association with Publicis Groupe," says Steffan Williams, Managing Director of Capital. *"We have worked successfully with many companies within the Groupe to offer our clients true international communications solutions that span both geographies and marketing disciplines. We are looking forward to building on our success as a formal member of Publicis Groupe"*.

"Nick brings a wealth of experience to Capital and has worked extensively with Publicis' Groupe networks across Europe over the last year. He is a valuable addition to our business and will further strengthen our ability to service major international corporates, both into the UK and internationally."



About Manning Selvage & Lee

MS&L (www.mslpr.com) is one of the world's leading global public relations firms. We achieve our mission - to be more important to our clients - by delivering world class media relations, acting as partners and advisors, powering clients' businesses with proven methods and tools for strategic planning, corporate and product branding, corporate reputation, crisis management, and stakeholder relations. MS&L is the winner of the 2006 PRWeek PR Innovation of the Year and Best Use of the Internet awards.

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 104 countries on five continents.

Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; 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, event communications, multicultural and healthcare communications.

Web sites: www.publicisgroupe.com and www.finance.publicisgroupe.com

For more information, please contact:

Contact at Publicis Groupe:

Pierre Benaich – Investor Relations: +33 (0)1 44 43 65 00

Eve Magnant – Communications : +33 (0)1 44 43 77 70

Contact at MS&L:

Allison Ross – Communications : +1 212 468 3886