



PUBLICIS GROUPE

PRESS RELEASE

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**Starcom MediaVest Group is chosen “Media Agency of the Year”
by *Advertising Age* for the second consecutive year.
MediaVest is named “Agency of the Year” by *Adweek*.
Starcom Poland wins Impactor Agency of the Year Award from *Forbes*
Magazine.**

Starcom MediaVest Group, one of the largest worldwide media buying and consulting agencies, was just ranked “US Media Agency of the Year” for the second consecutive year by the magazine *Advertising Age*, crowning a 2004 year that was rich in New Business wins and growth. This news comes several weeks after SMG’s nomination by *Media Magazine* as “US Agency of the Year”... also for the second year in a row! This double win pays tribute to the important achievements attained by the U.S. teams at Starcom, MediaVest, Planworks, StarLink, Relay, Halogen, Tapestry, SMG Directory Marketing and Play.

This recognition arrived at the same time that MediaVest US was also chosen “Media Agency of the Year” by *Adweek*, at the end of the annual deliberations by its jury of industry experts. This distinction awards the ability of the agency to reinvent itself as well as its renewed attractiveness to top clients.

In Poland, the Starcom agency was also awarded Agency of the Year status for the second consecutive year, winning the Impactor Award from *Forbes Magazine*.

Jack Klues, Chairman & CEO of Starcom MediaVest Group, and member of the Management Board of Publicis Groupe said, “This year’s recognition is exceptional. It is the best illustration of the efforts and success of SMG throughout 2004, in a highly-contested, competitive environment. Above all, this proves the dynamism of the SMG people who deliver insights, innovations and value creation to their clients. It also testifies to the success of the Publicis Groupe media offering, and it encourages us to follow through with continued determination in the development of our media activities.”

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.

Group’s communication 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.

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