



PUBLICIS GROUPE

PRESS RELEASE

Paris, April 7, 2005

Succession at Leo Burnett: Chairman, CEO Linda Wolf to retire Tom Bernardin to assume helm

Leo Burnett Worldwide Chairman and CEO Linda Wolf today announced that she will retire on April 30, transferring control of the network's worldwide operations to Tom Bernardin, Leo Burnett Worldwide President and CEO of the US operations. Linda Wolf, 57, identified Tom Bernardin, 51, as her successor in February 2004. He will assume the title of Leo Burnett Worldwide Chairman and CEO effective May 1, 2005.

"Since joining us in February 2004, Tom has proven he is absolutely the right person to lead the network into the future," said Linda Wolf. "He's demonstrated a passion for our business and an understanding of what is needed to ensure our long-term success. What's more, he's been embraced by the agency and our clients. I have every confidence in Tom's ability to move the network forward and carry on the Leo Burnett legacy."

"I am extremely honored to be a part of Leo Burnett's future and wish to thank Linda both personally and professionally for all that she has done on its behalf," said Tom Bernardin. "I have been inspired by Linda's love of the business and her deep respect for the agency. She is a rare executive blessed with drive, vision, empathy, understanding—and above all—a desire to do at all times what is best for the company."

Maurice Lévy, Chairman and CEO of Leo Burnett parent company Publicis Groupe, noted, *"This succession, in the works for more than a year, is taking place in perfect harmony. On behalf of the Groupe, I want to thank Linda for her many contributions to Leo Burnett during her impressive career, and more recently, the extensive time and care she's invested to ensure the agency is well positioned to grow in the future and deliver unprecedented excellence for its clients. I hope that she will profit from this new stage of her life to do all that she has not had the time to do over these past years. We will all miss her greatly. Leo Burnett is assured of a great future under the leadership of Tom Bernardin. I have complete confidence in Tom's ability to lead what is one of the world's best agency networks towards continued success. Having closely worked with Tom since his arrival at Leo Burnett, I've been struck by his feel for advertising, his meticulous attention to client's needs, and his respect for the culture of the agency—as the leadership team surrounding him can attest."*

Linda Wolf has spent 27 years of her career at Leo Burnett, with progressively increasing responsibilities, led the U.S. agency in Chicago from 1996 to 2001, serving as the agency's worldwide chief since 2001, responsible for the agency's global operations spanning more than 80 countries and more than 200 operating units. Since assuming the helm in January 2001, she has grown Burnett through numerous New Business wins and expanded assignments with existing clients such as Procter &



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Gamble, Kellogg's, Hallmark and Disney. Her efforts to strategically expand and diversify the network have resulted in the addition of full-service agencies and an increased emphasis on marketing services, integrating interactive, direct, database, promotion and other specialty marketing assets under Arc Worldwide.

Under Linda Wolf's leadership, the agency's creative bar has been raised as evidenced by Burnett's consistent ranking among the Top Five most-awarded agency networks the last four years according to The Gunn Report. Her emphasis on brilliant, standard-setting work is rooted in her commitment to deliver business results for clients, which Burnett does time and again as demonstrated at the annual Effie Awards recognizing advertising effectiveness. Flagship agency Leo Burnett USA has been the most awarded agency at the Effies three years running, making it the "Most Effective Agency in America."

Linda Wolf currently sits on the boards of Chicago's Field Museum of Natural History, Children's Memorial Hospital, The Off The Street Club, the Chicago Council on Foreign Relations, and the Economic Club of Chicago. She is a member of The Chicago Network and The Committee of 200. Linda Wolf was named the Women's Advertising Club of Chicago's 2000 "Advertising Woman of the Year." Upon her retirement, Linda Wolf plans to devote her time and expertise serving on both charitable and corporate boards.

Tom Bernardin, before joining Leo Burnett, was chief executive officer of Lowe New York. Prior to the merger of Lowe New York and Bozell, he was president and CEO of Bozell. Tom's multi-national career included spending eight years abroad at McCann-Erickson with responsibility for such sterling brands as the American Express Gold Card, GM/Opel and Chrysler. Named president of Bozell in April 1998, Tom reorganized the agency to meet the rapidly changing marketplace by building on the agency's long tradition of entrepreneurship and impressive growth. Under Tom's leadership, Bozell grew at an unprecedented pace, and the creative product reached new heights. In 2002, the agency was named the third most creative agency in the world at Cannes, the industry's most acclaimed international advertising award show. Earlier in Tom's career, his Jeep team won the coveted Grand Prix Gold Lion at the prestigious show.

Tom serves on the boards of the American Association of Advertising Agencies and the American Advertising Federation. He has been involved with The Foundation Fighting Blindness for several years and was also a 2001-2002 David Rockefeller Fellow with the New York City Partnership. He has been involved with charitable organizations including United Way, Mental Illness Research Association and the Sara Fisher Home for Underprivileged Children.

MEDIA NOTE: Media interviews with Linda Wolf, Tom Bernardin and Maurice Levy will be scheduled for the week of April 18th. For further information on this announcement, including photos and biographies of Linda Wolf, Tom Bernardin and the Leo Burnett global leadership team, please visit http://www.leoburnett.com/breaking/wolf_bernardin.htm

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About Leo Burnett Worldwide

Founded in Chicago in 1935 with eight employees and three clients, Leo Burnett Worldwide, Inc. today operates a global network of over 200 operating units including a variety of specialty marketing services and 95 full-service advertising agencies in 83 countries. Leo Burnett creates ideas that inspire enduring belief for many of the world's most valuable brands and successful marketers, including McDonald's, Disney, Procter & Gamble, Marlboro, Altoids, Heinz, Kellogg, Nintendo and the U.S. Army. The world's seventh largest agency network (as ranked by Advertising Age in April 2004), Leo Burnett Worldwide (www.leoburnett.com) is a wholly-owned subsidiary of Publicis Groupe. The Gunn Report has ranked Leo Burnett among the five most awarded agency networks for four consecutive years.

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'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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