



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE EXPANDS DIGITAL ACTIVITIES IN SOUTH ASIA

Digitas to Launch Solutions | Digitas in India and Singapore

Paris, France — March 26, 2008 — Publicis Groupe (Euronext Paris: FR0000130577) today announced the rebranding of Solutions, the India and Singapore-based marketing services arm of Publicis Groupe, as Solutions | Digitas. This strategic development marks the next step in the international deployment of the Digitas global network.

This new entity will leverage Solutions' regional leadership with Digitas' global reach and business development resources. Under the new structure, Solutions | Digitas will be led by Solutions' founders, Srikant Sastri, Managing Director, and Ms. Kanika Mathur, Director and President. The two will report in to Alan Rutherford, CEO of Digitas Global.

Solutions | Digitas will continue to service Solutions' existing clients as well as offering an Indian service for its' global clients. The new company will also develop its Prodigious division, a standalone Digital Asset production company, servicing the Groupe's agencies and their clients. With headquarters in New Delhi, it will operate in six cities in India (Mumbai, Bangalore, Chennai, Hyderabad and Kolkata) as well as in Singapore.

Since joining Publicis Groupe early last year, Digitas has expanded into the United Kingdom, Greater China including Hong Kong, Japan and France. The launch of Solutions | Digitas is a key move strengthening Digitas' presence in Asia, and reinforcing Publicis Groupe's commitment to expand digital into emerging markets, and to grow digital market share across the globe.

Solutions Integrated Marketing Services was founded in 1995, and it was acquired by Publicis Groupe in 2005. Its strength is its integrated offering which spans direct, digital, promotions and shopper marketing.

The Groupe already has a well-established presence in India through its advertising networks Publicis, Leo Burnett and Saatchi & Saatchi; media networks Starcom MediaVest Group and ZenithOptimedia; and marketing services operations including Solutions and Hanmer & Partners. Altogether, Publicis Groupe employs more than 1, 700 employees in India.

Alan Rutherford, CEO, Digitas Global, said: *"This decisive step once again illustrates our commitment to establishing a cutting-edge international digital network. We're thrilled to be working with Srikant, Kanika, and their teams at Solutions, the top marketing services agency in India, and bringing their talent into our global network is a huge advantage for Digitas and for our clients."*

Srikant Sastri, Managing Director, Solutions, was also enthusiastic about this development: *"We're very excited to join forces with Digitas to leverage their impressive range of interactive and digital capabilities. Our goal now is to become a leading digital agency in India as well as India's top marketing services agency. The match in corporate culture is one of the key reasons I am confident that we can achieve this."*



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Publicis Groupe is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

Web Site: www.publicisgroupe.com

Digitas

Digitas is a leading digital marketing network, helping the world's biggest brands develop, engage and profit from building valuable relationships with their customers. The network pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates an independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company.

Web Site: www.digitas.com

Solutions

Solutions is today the Numero Uno marketing services company in India. Founded in 1995, Solutions has also emerged as the only Indian company that offers Fortune 500 companies such an integrated expertise, *across Asia-Pacific*.

SOLUTIONS' integrated offering— spanning direct, digital, promotions & shopper marketing — is the ideal answer for clients seeking rapid growth, e.g. HP, Microsoft, Aviva, Gillette, Pepsi, Philips and Sony-Ericson. This work has been acclaimed and awarded at prestigious forums such as Globes, PMAA, Asian Marketing Effectiveness Awards, and Abby's. For two years in a row, in 2006 & 2007, SOLUTIONS has won the 'Best in India' trophy, at PMAA.

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APPENDIX

Publicis Groupe in India

