



PUBLICIS GROUPE

Publicis Groupe Wins Advertising Educational Foundation's 2008 Agency Award

May 22, 2008 (New York) -- Last night Publicis Groupe S.A. received the Agency Award from The Advertising Educational Foundation, for its outstanding contributions to the industry and its longtime support of the AEF and its mission of expanding and elevating the advertising discourse in society.

The 2008 Honorees were:

- Agency Award: Publicis Groupe, accepted by Susan Gianinno, Chairman and CEO, Publicis USA
- Advertiser Award: General Mills, Inc., acceptance by Y. Marc Belton, EVP, Worldwide Health Brand and New Business Development
- Media Award: AOL, acceptance by Randy Falco, Chairman and CEO
- Lifetime Achievement Award: Eugene H. Kummel, Chairman Emeritus of McCann-Erickson Worldwide

Susan Gianinno, Chairman and CEO, Publicis USA, who accepted the award on behalf of Maurice Lévy and the Publicis Groupe, said, "Our founder, Marcel Bleustein-Blanchet understood the power and value of advertising and the need to educate people to understand this value. He once told his father, 'Advertising's 'hot air' makes windmills turn and scatters the seeds of progress around the world.'

Long before good corporate citizenship became the common theme it is today, Marcel knew that business had a broader duty to the community. Early in his career, he set up the Foundation for Vocation and later launched a new initiative under the name "100,000 jobs for 100,000 students."

Believing in the positive role this industry can play in culture and society and the positive power of its ideas is at the heart of the AEF's mission. It is this message that will bring in and inspire the next generation of talent.

Publicis Groupe totally supports this mission, applauds the AEF's efforts and is honored to be recognized for its contributions."

Proceeds from the fundraising event will be used to bolster the continued development of AEF's educational website, www.aef.com, and ADText, the online curriculum accessed by students and professors at universities around the world.



ADVERTISING EDUCATIONAL FOUNDATION

HONORS NIGHT

25th

Anniversary

HONORS NIGHT recognizes one outstanding representative company from each of the AEF's constituencies – agencies, advertisers and media – for their accomplishments in promoting and supporting the advertising industry and the AEF mission. Proceeds fund continued development and maintenance of *aef.com* and its two main projects: *ADText Online Curriculum* and *"Race, Ethnicity and Advertising in America 1890-2000."*



AGENCY: PUBLICIS GROUPE
SUSAN GIANINNO, Chairman and CEO
Publicis North America



ADVERTISER: GENERAL MILLS
Y. MARC BELTON
Executive Vice President



MEDIA: AOL
RANDY FALCO
Chairman and CEO



LIFETIME ACHIEVEMENT: EUGENE H. KUMMEL
Chairman Emeritus
McCann Erickson

The AEF is a nonprofit foundation that provides and distributes educational content to enrich the understanding of advertising's role in society, culture, history and the economy. AEF programs and materials are designed to expand the advertising discourse at top colleges and universities around the world. As a result, the Foundation helps attract the highest level of talent to the industry.



AEF Honors Night | Tuesday | May 20, 2008 | New York City

For information, call (212) 997-0100