



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Acquires PBJs, Leading Interactive Marketing and Events Agency

Paris, September 3, 2008 – Publicis Groupe (EURONEXT Paris: FR0000130577) announced today the acquisition of PBJs, leading Seattle-based digital marketing and strategic communications company. PBJs delivers multi-channelled communication solutions aimed at cultivating and sustaining relationships between brands and their audiences. The company specializes in scalable strategic communications, events, interactive media and branded entertainment.

The acquisition of PBJs reaffirms Publicis Groupe's commitment to pursuing its development through targeted acquisitions in high growth sectors such as marketing services. The newly acquired agency's interactive expertise further demonstrates Publicis Groupe's determination to infuse digital capabilities into all of its different businesses, including events management. This move also brings a significant part of Microsoft's marketing business to Publicis Groupe, given that Microsoft is PBJs's biggest client.

PBJs will continue to operate autonomously and will be aligned with Publicis Events Worldwide. The acquisition of PBJs brings new multichannel events capabilities to Publicis Events USA, such as video production, webcast and interactive exhibits. PBJs will continue to be managed by its founder and CEO Bob Bejan. Under the new structure, Bob Bejan will now report to John Farrell, President & CEO of SAMS.

Founded in 2003, PBJs employs 26 professionals and services an impressive portfolio of blue chip clients. The company enjoys a long-term and extensive agreement with Microsoft for the production of a variety of both internal and external events. PBJs also has established growing relationships with premier brands such as AT&T, Intel, Smart Balance Foods, Sephora and Boys & Girls Club of America. In addition, PBJs partners with top tier content creators to create a range of branded entertainment experiences on the internet. PBJs took the New York Times number one bestseller *The Green Book* to a broader audience engagement with expanded content experiences online. The agency also secured distribution with MSN, msnbc.com and MSNBC Cable to launch a cross-channel episodic online extension of Tom Friedman's best-selling book *The World is Flat*.

"We congratulate PBJs on their relationship with Publicis Groupe. We have worked with PBJs over the past several years on a number of our live experiences, product launches, internal and external communication events, and they will continue to be our valued and experienced partner in these areas," said Mich Mathews, Senior Vice President, Marketing for the Microsoft Corporation.

John Farrell, President & CEO of SAMS Worldwide, welcomed the news. *"Bob Bejan, Jeanette Pigott and Ian Saunders together with their team at PBJs bring an impressive*



array of credentials to the SAMS offering. Bob is someone who truly understands rapidly evolving technology and its impact on new media consumption patterns. His expertise will be a major asset to further benefit our clients. With this acquisition, we are once again demonstrating our commitment to strengthening our leading position in global events marketing."

Bob Bejan, CEO of PBJs, "Joining Publicis Groupe is a critical step for us and it means a lot in terms of validating our business model and providing accelerated scale. With this move, we are well-positioned to reap the benefits of being part of a global group while, at the same time, maintaining our identity and remaining true to our roots."

About PBJs

PBJs has grown from two accounts in 2003 to fifteen accounts in 2007. The agency currently employs 26 full-time employees. PBJs prides itself on developing business through recommendation, referral and preexisting relationships.

Web Site: <http://www.pbjs.com/>

About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] 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.

Web Site: www.publicisgroupe.com

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