



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE WON HP PERSONAL SYSTEMS GROUP PAN-EUROPEAN ADVERTISING AND DIGITAL COMMUNICATIONS

Paris, April 16 2009 -- Publicis Groupe has been named to handle above the line communications for Hewlett-Packard's personal systems group (PSG) across Europe, Middle East & Africa.

Geneva-based, PSG, HP's personal computer laptop and handheld division, has handed its EMEA digital communications to Publicis Modem, part of Publicis Worldwide, and its advertising communications to Saatchi & Saatchi Geneva, part of Saatchi & Saatchi. The appointment is effective immediately.

The pitch was co-led by Richard Pinder, Chief Operating Officer (COO) Publicis Worldwide and Pedro Simko, Chairman Saatchi & Saatchi Geneva and EMEA Chief Marketing Officer.

Comments Richard Pinder, COO Publicis Worldwide: *"HP is an extremely long standing and highly valued client and we are delighted to be expanding our relationship across our home territories"*.

Comments Pedro Simko, Chairman Saatchi & Saatchi Geneva: *"We are really excited to be building an even stronger base for HP in EMEA; this is terrific news for our agency"*.

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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 45,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising 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.

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