



PUBLICIS GROUPE

PRESS RELEASE

Paris, March 3, 2005

**Publicis Groupe becomes an Official Supporter of Paris 2012,
candidate city for the Games of 2012.**

Publicis Groupe headquarters at 133 avenue des Champs Elysées will carry the colors of Paris 2012 with one of the largest neon signs in the city showing the candidate city's logo. It will be symbolically illuminated on the evening of Friday, March 4 by Maurice Lévy, Chairman of the Management Board and CEO of Publicis Groupe, in the presence of Bertrand Delanoë, Mayor of Paris and President of Paris 2012, and Jean-François Lamour, Minister for Youth, Sports and Associations.

The symbolic Olympic colors, placed for the first time in this way on a private building in Paris, are intended to openly express the commitment of Publicis Groupe in favor of the candidacy of Paris 2012. Publicis Groupe is also sending a signal and an invitation to the French people – and Parisians – to show their support and mobilize more strongly in favor of the candidacy of the city of Paris. The neon sign, attached to the façade of the building, measures 21.5 meters long by 4.5 meters high, weighing approximately 1.2 tons.

In addition, the Publicisdrugstore will also be decorated with the colors of the candidate city and will house a Supporters' Guest Book where everyone, young or old, is invited to come and leave his or her signature and personal message of support, up until July 6 (the date of the International Olympic Committee decision).

By signing the book, individuals can demonstrate in a concrete manner their enthusiastic support for the Paris candidacy which opinion polls are reporting.

Publicis Groupe made the decision to join the official Club of Corporate Supporter of Paris 2012, lead by Arnaud Lagardère, for two main reasons. First, while today it is a worldwide group present in 109 countries, Publicis Groupe was born in France, in Paris, like its founder Marcel Bleustein Blanchet. The "heart" of Publicis is in Paris, on the Champs Elysées where the Groupe has maintained its headquarters for more than 50 years. Supporting the candidacy of Paris 2012 is, therefore, very natural.



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Second, the Groupe has been working closely with Paris 2012 and with the Mayor of Paris, Bertrand Delanoë, for more than 18 months, and has appreciated the quality of the project and the determination of its leadership team. Publicis created both the Paris 2012 logo and the communication campaign. It is only normal and logical therefore to take this next step and follow through by becoming an Official Supporter.

Maurice Lévy said, *“Paris 2012 is a tremendous project. It combines not only a very inspiring dream, because the Olympic and Paralympic Games remain a unique global gathering point for our youth and the best symbol of fraternity, but the Games also represent a wonderful civic project, which will involve the people of both Paris and France. At Publicis Groupe, we share the values of the Olympics: beyond the fundamental team spirit, we also share the sense of competition and the quest for the best performance, whose results are obtained through continuous effort. By becoming an Official Supporter, I hope to reinforce the expression of our strong support for Paris 2012, and I have confidence in the team that leads this project, motivated by the energy and dynamism of Bertrand Delanoë.”*

Publicis Groupe (Euronext Paris: 13057, NYSE: PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. Its activities span 109 countries on six continents.

Groupe 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 counsel and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

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