



PUBLICIS GROUPE S.A.

PRESS RELEASE

FOR IMMEDIATE RELEASE

Paris, March 7, 2002 - Publicis Groupe SA announces a halt in the trading of its shares on the Euronext Paris Stock Exchange, from market opening until 2:30pm (Paris time) when Publicis Groupe SA will issue a press release.

Maurice Lévy, Chairman/CEO of Publicis Groupe SA, will hold an analyst and press conference today at 11:30am (Paris time) at the Maison des Arts & Métiers - 9 bis, avenue d'Iéna - 75116 Paris, France.

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