



PUBLICIS GROUPE

PRESS RELEASE

Paris, July 17, 2008

REDEMPTION OF BONDS CONVERTIBLE INTO NEW SHARES AND/OR EXCHANGEABLE INTO EXISTING SHARES (PUBLICIOCE0,75%08 – CODE ISIN FR0010002030) (THE “BONDS”)

Redemption of the Bonds on July 17, 2008

Publicis Groupe redeemed, on the maturity date of the Bonds, *i.e.*, on July 17, 2008, in accordance with their terms, the Bonds described in the prospectus (*note d'opération*) dated July 8, 2003 and filed with the *Commission des opérations de bourse* (predecessor of the *Autorité des marchés financiers*) under visa number 03-646.

The redemption of the Bonds was made in an amount corresponding to 100% of par plus interests accrued since the last interest payment date, *i.e.*, a redemption price equal to 29 euros per Bond plus interest amounting to 0.2175 euro, *i.e.*, a total amount of 29.2175 euros per Bond. The conversion/exchange right having been exercised in respect of 15 shares, the total redemption price was 677,039,538.56 euros.

The redemption of the Bonds neutralizes potential dilution up to 23 172 413 shares which could have been issued in the event of conversion.

Jean-Michel Etienne – Executive VP and Group CFO declared:

“The redemption of the OCEANE 2008 has been realized today, July 17, 2008 in cash for a total nominal amount of 672m€. The debt refinancing has been done by way of cash-on-hand and credit lines under our Club Deal credit lines drawing. Moreover, the cash reimbursement of the Bonds has a positive impact as it eliminates important potential dilution.”

BNP Paribas Securities Services will centralize operations relating to the exercise of the conversion/exchange right (Immeuble Tolbiac, Service OST-DOM, 25 quai Panhard et Levassor 75013 Paris, France), Tel. : +33 (0)1.55.77.95.46 – Fax : +33 (0)1. 55.77.95.53 – E-mail : paris.bp2s.ost.dom.gis@bnpparibas.com).

On July 16, 2008 COB, Publicis Groupe S.A.'s stock price on Euronext Paris was equal to 18.91 euros.



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Publicis Groupe 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.

The Groupe offers local and international clients a complete range of communication services, 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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