PUBLICIS GROUPE

PRESS RELEASE

Successful Completion of Publicis Groupe Exchange Offer

Paris, December 18, 2009

Publicis Groupe S.A. (the "Company") announced today that, following the close of the extended offer period, €244,275,000 principal amount of its 4.125% Bonds due 2012 (the "Existing Bonds") have been submitted for exchange in connection with the Company's exchange offer launched on 2 December 2009, representing approximately 32.57% of the total amount of Existing Bonds outstanding.
The Company will issue €253,242,000 principal amount of its new 4.25% Bonds due 31 March 2015 in the exchange offer, at an issue price of 99.980% of the principal amount, resulting in a new issue yield of 4.258%. Application has been made to list the new bonds on the Luxembourg Stock Exchange.

The purpose of the Exchange Offer is to lengthen the maturity of the Company's financial resources.

This announcement is for information purposes only and is not an invitation to exchange Existing Bonds for New Bonds.

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 agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 43,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications. Web site: www.publicisgroupe.com

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