



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE ACQUIRES INTERACTIVE COMMUNICATIONS LTD. IN TAIWAN

Paris, France, February 23, 2011 – Publicis Groupe (EURONEXT Paris: FR0000130577) today announced it has signed an agreement to acquire Interactive Communications Ltd (ICL), a top Taiwan public relations and social media consultancy. For the past seven years, ICL has been an affiliate of MSLGROUP, Publicis Groupe's flagship specialty communications, PR and events network. The agency will be aligned under MSLGROUP and will be renamed ICL MSL. The transaction is subject to the approval of the Investment Commission of the Ministry of Economic Affairs of Taiwan.

Founded in 1998 and employing 30 communications professionals, ICL specializes in innovative communications campaigns combining public relations, social media and event experiences. The ICL team has worked for companies across more than 25 different sectors, and clients include Procter & Gamble, The Coca-Cola Company, Sony, and Bristol-Myers Squibb. Particularly renowned for its creativity and innovative social media capabilities, ICL was recently recognized at Campaign Asia-Pacific's 2010 'Digital Media Awards' for its social media work for Hong Kong Tourism Board.

Following the acquisition, the agency will continue to be led by founders Cindy Chou, who serves as Chair of ICL MSL, and Mario Fang, Managing Director. Both leaders have more than 15 years of experience in the marketing industry. Cindy Chou was named Taiwan CEO of the year in 2009 and 2010 by BRAIN magazine, Taiwan's leading marketing and technology publication. Both Cindy Chou and Mario Fang will join the MSLGROUP Greater China Management Board, and Cindy Chou will henceforth report to Glenn Osaki, President, MSLGROUP Asia.

The acquisition of ICL is Publicis Groupe's fourth in Asia for the MSLGROUP network in the past five months, illustrating a firm determination to strengthen its presence in the region. MSLGROUP Greater China is a top five international PR agency with eight offices and 225 staff across Mainland China, Hong Kong and Taiwan.

Olivier Fleurot, Chief Executive Officer, MSLGROUP remarked, *"We are delighted that ICL has become a fully fledged member of MSLGROUP. This new addition reflects our commitment to provide our local and multinational clients with a best-in-class team in Taiwan and seek out partners who share our long-term vision and commitment to building an innovative offering for clients."*

Cindy Chou, Chair of ICL MSL and member MSLGROUP Greater China Management Board, commented, *"ICL has worked with the MSLGROUP global network as an affiliate for the last seven years and our staff and clients have come to rely upon this relationship to add value to our activities in Taiwan. Now that we are officially joining MSLGROUP, we will be focused on expanding our role in the Greater China team to service key clients and deepening our expertise in social media marketing."*

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About Publicis Groupe

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing. Web site: www.publicisgroupe.com

About MSLGROUP

MSLGROUP is one of the world's top 5 PR and events networks. With more than 2,500 people, its offices span 22 countries and cover virtually every discipline required for clients to engage creatively with their audiences. Adding affiliates and partners into the equation, MSLGROUP's reach increases to 4,000 employees in 83 countries. The group offers clients strategic advice, insight-guided thinking and big, compelling ideas – followed by thorough execution. MSLGROUP is Publicis Groupe's flagship PR and Events network. www.mslgroup.com

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