



PUBLICIS GROUPE

PRESS RELEASE

**Publicis Groupe Acquires
Publicis Romania, Focus Advertising and Publicis Events
Strengthening the Communications Offer on the Romanian Market**

November 29, 2010, Paris – Publicis Groupe announced today the acquisition of three of its long-term affiliates, Publicis Romania, Focus Advertising and Publicis Events. The three entities will operate under the integrated communications agency to be named Grupul Publicis Communications Services Bucharest. The agency will become part of the Publicis Worldwide global network. Teddy C. Dumitrescu, the agency's founder and CEO, will continue to lead the agency as CEO and will report to Tomasz Pawlikowski, CEO Publicis CEE and Russia.

Grupul Publicis Communications Services Bucharest offers advertising, branding, strategy, creative, production, sales promotions, event marketing and digital. Founded in 1994, the agency has been a partner of Publicis Worldwide since 1995. The agency employs over 75 communications professionals, and services a broad range of international and local clients including Orange, Renault, Nissan, L'Oréal, LG Electronics, Ursus Breweries, Microsoft, Procter & Gamble, Granini (soft drinks), Omv Petrom (petrol), Carrefour, HP, Citibank, sanofi aventis, Nestlé ice cream, Albalact (dairy), Whirlpool. The agency received 55 awards and nominations over the past four years alone, including a Cannes Finalist and multiple recognitions at the Effies, Epica, the Golden Drum Festival and the New York Festivals.

Richard Pinder, Chief Operating Officer of Publicis Worldwide, declares: *"This deal completes our Balkan expansion. We've had close links with the agency and its strong management team for 10 years and it's great to finally get married."*

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**Grupul Publicis Communications Services Bucharest**

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About Publicis Worldwide

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, EADS, Fidelity, HP, LG, L'Oréal, Nestlé, P&G, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich

Web site: www.publicis.com

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 offers local and international clients a complete range of advertising services through three global advertising 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 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's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MSLGROUP, one of the world's top five PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

Web site: www.publicisgroupe.com

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