



## PUBLICIS GROUPE

### PRESS RELEASE

#### NEW LEADERSHIP AT PUBLICISLIVE

##### **Richard Attias to Step Down John Rossant to become Executive Chairman, Anthony Gazagne to become Managing Director**

**Paris, April 24, 2008** – Publicis Groupe and Richard Attias today jointly announced an agreement under which Richard Attias will step down as Executive Chairman of PublicisLive in order to pursue entrepreneurial opportunities outside the Groupe. Attias was the founder of PublicisLive, the celebrated Geneva-based agency producing world-class international conferences.

Simultaneously, Publicis Groupe also announced a new leadership team for PublicisLive. Effective immediately, John Rossant, currently Vice President Communications and Public Affairs of Publicis Groupe, becomes Executive Chairman of PublicisLive. Anthony Gazagne, currently Vice President Operations at PublicisLive, becomes PublicisLive Managing Director, reporting to John Rossant. For a transitional period, Richard Attias will continue to cooperate with PublicisLive as an external consultant to ensure that certain clients receive the kind of top-notch service they have come to expect from PublicisLive.

*“Our relationship with Richard has been a highly rewarding one over the past decade, and he has helped make the Groupe a global reference in event management. I wish to thank him for this record of magnificent work and service,”* said Maurice Lévy, Chairman and CEO of Publicis Groupe. *“I have great confidence in the PublicisLive team under John's leadership to pursue the wonderful job Richard has done. The global experience and professionalism of both John and Anthony will allow PublicisLive to continue growing and expanding into new areas.”*

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**PublicisLive**, launched in 2007, is a Geneva-based agency dedicated to the world's most prestigious conferences and corporate events. PublicisLive is designed to meet the increasing demand on the part of governments, institutions and corporations for sophisticated, content-rich live events. Key global clients include the World Economic Forum, which stages its famous annual meeting in Davos, Switzerland, the Monaco Media Forum and global clients such as L'Oréal, BT and Sanofi. PublicisLive is part of the Publicis Events Worldwide network which is part of Publicis Groupe's SAMS (Specialized Agencies and Marketing Services) division. **Web Site:** [www.publicislive.com](http://www.publicislive.com)

**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. **Web Site:** [www.publicisgroupe.com](http://www.publicisgroupe.com)