



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe - JCDecaux

Agreement on reorganization of equity interests

Paris, June 28, 2005 – Publicis Groupe subsidiaries Média & Régies Europe and Métrobus and JCDecaux SA, longstanding partners in outdoor advertising, announce they have finalized an important agreement on the reorganization of some of their equity holdings. This transaction is in line with the plan presented to the work councils of the various groups in mid-May.

The agreement will consist of the following elements:

In France

- The sale to JCDecaux of the 50% interest Médias & Régies Europe holds in SOPACT (Société de Publicité des Abribus et Cabines Téléphoniques), the company managing the advertising contract for bus shelters in Paris.
- The acquisition by JCDecaux of a 33% interest in Métrobus, the company managing advertising space in the Metro, RER suburban rail system and buses for RATP, the Paris urban transport authority, as well as advertising space in the Marseille metro and bus networks in some 60 other French towns. This will bolster the strength of Métrobus in its core transport advertising business (excluding airports), where its expertise is widely recognized. The agreement will serve to position Métrobus for international expansion.

In the Netherlands

- The sale to JCDecaux of the 50% interest Médias & Régies Europe holds in JCDecaux Nederland BV and VKM, companies that manage urban furniture contracts for main Dutch cities.

Following these transactions, JCDecaux will be the sole owner of SOPACT, JCDecaux Nederland BV and VKM.

The three operations together are cash-positive for Publicis Groupe in the amount of €110 million. The closing should be signed before December 31, 2005.



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Publicis Groupe (Euronext Paris: FR0000130577 and member of the CAC40 Index - NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 104 countries on 5 continents.

Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations and events, corporate and financial communications, multicultural communications, healthcare communications.

Web sites: www.publicis.com and www.finance.publicis.com