



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe announces multiple initiatives in events sector:

- Acquisition of *eventive*, leading event marketer in Austria and Germany**
- Realignment of Relay with Publicis Events**
- Creation of executive board under leadership of Richard Attias**

Paris, November 17, 2005 – Publicis Groupe announces the acquisition of a majority stake in *eventive* Holding, the No. 1 event group in Austria and a key player in Germany and Switzerland. *eventive*, with offices in Vienna, Hamburg, Munich, New York and Beijing, will be part of the Publicis Events Worldwide network and will soon be rebranded as Publicis *eventive*. The move will allow Publicis Events Worldwide to grow even faster in the core of Europe and in Switzerland, where the network is already extremely active through its long association with the World Economic Forum and the Forum's prestigious Annual Meeting in Davos.

In another move designed to further strengthen the Groupe's operations in the fast-growing events marketing field, Chicago-based Relay, a leader in sponsorship events and until now part of the Groupe's Starcom MediaVest network, will be realigned with Publicis Events Worldwide. The agency recently launched Relay China in Beijing, Shanghai and Guangzhou.

In view of the increasing importance of events marketing within the Publicis Groupe's Specialized Agencies and Marketing Services (SAMS) operations, an events executive board has also been created, under the chairmanship of Richard Attias, CEO of Publicis Events Worldwide. Other members, at this stage, include John Farrell, CEO of SAMS and Relay CEO Wally Hayward. The aim of the board is to guide the Groupe's strategic direction in the events area and identify opportunities where the Groupe may be able to expand even more quickly and profitably.

"Event marketing is one of the fastest growing and most exciting areas of our business, and we now have an increasingly rich global offering giving our clients direct contact with their audiences anywhere in the world," said Maurice Lévy, Chairman and CEO of Publicis Groupe. *"With eventive, I am delighted that one of the most successful and respected event marketing agencies has now become part of the Publicis family. And, finally, under Richard's inspired leadership, I am incredibly excited about the opportunities to grow in this space."*



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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 six continents.

Groupe's communication activities cover advertising, through three autonomous global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, 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, events, corporate and financial communications, multicultural and healthcare communications.

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

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