



PUBLICIS GROUPE

PRESS RELEASE

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Publicis Groupe put option on convertible bond issue exercised, reduces potential share dilution

Paris, January 26, 2006—On January 18, 2006, holders of the 2018 OCEANE convertible bond issue were able to exercise their put option at a price of €42.0056 (excluding accrued interest), in accordance with the provisions of the issuing contract of January 2002.

On this occasion, a total of 1.1 million bonds were presented for redemption, entailing a total outlay of €49 million, including accrued interest and expense.

The move marks further progress in reducing potential dilution, simplifying the Groupe's balance sheet and rendering it more accessible.

Considering the conversion ratio of one share for one bond, today's action means the elimination of the potential for the creation of 1.1 million shares and related dilution.

The issue initially represented potential dilution of up to 17.6 million shares.

In January 2005, a first offer for early redemption in the form of an exceptional put option was taken up for 62% of the nominal amount, reducing the number of potential shares to 6.6 million. This has now been cut to 5,484,334.

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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 the 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 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.

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