



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Acquires Wcube, France's Top Independent Digital Agency

Wcube to Become Publicis Modem France

Paris, September 12, 2007 – Publicis Groupe today announced the acquisition of Wcube, France's top-ranked independent Internet communications agency. Wcube, celebrated for its creativity, efficiency, and commitment to results, will be re-branded immediately as Publicis Modem France and will become part of the Publicis Worldwide global network.

This acquisition marks an important expansion for Publicis Modem, the global digital network that became part of Publicis Worldwide last May. Publicis Modem currently has offices in San Francisco, London, New York, Connecticut – and now Paris. Publicis Modem's global expansion will continue alongside Publicis Dialog, which has offices in 36 countries. Globally, Publicis Modem focuses on digital and interactive skills alongside marketing services network Publicis Dialog. They are complementary operations and work closely together under the Publicis Worldwide holistic umbrella.

In France, Publicis Modem will provide the exclusive digital offering alongside Publicis Dialog, France's number one marketing services network.

Wcube, established in 1995, was one of France's first interactive agencies. As the top independent digital agency in France today, Wcube has grown by nearly 40% every year for the past five years. Known for its innovations across creative, technical and analytical platforms, Wcube also designs new tools for internet communication to provide more measurable results and better answer the increasingly precise needs of advertisers. The agency's clients include top brands such as Société des Bains de Mer (Principality of Monaco), Jean-Paul Gaultier, Repetto, Sprite, neuf, Thomson, Sara Lee, vediorbis, Jardiland, Lee Jeans and La Poste. Wcube employs 60 digital professionals.

The newly created Publicis Modem France will be managed by Xavier Gury and Thierry Vandewalle, the current co-presidents of Wcube. They will report to Philippe Lentschener, CEO, Publicis France, and on a global interactive basis to Martin Reidy, CEO of Publicis Modem and Publicis Dialog. Publicis Worldwide clients in France will now be able to call upon Publicis Modem's renowned talent and expertise.

Olivier Fleurot, Executive Chairman of Publicis Worldwide said: *"The acquisition of Wcube, and the establishment of Publicis Modem France, marks a decisive step in the deployment of our digital offering. Our global strategy is focused on strengthening our marketing services, and on aligning the expertise of Publicis Dialog and Publicis Modem in our key*



markets. This increased expertise in interactive and digital will widen and deepen our holistic offering, and will certainly allow us to better serve our clients.”

Martin Reidy said: “The French market is key to our success in extending the Publicis Modem digital footprint, and Publicis Modem France will be an important hub for growth and innovation. Digital is first for us. It’s our past, our present and most importantly, our future. Digital is also first for our clients. And we must continue to be at the forefront and true to our core passion. Our clients will now have the best talent in France at their disposal, and the Publicis Modem France teams will complete and enrich the range of marketing services already offered by Publicis Dialog.”

Xavier Gury and Thierry Vandewalle, Co-Presidents, Publicis Modem France, said: “In the context of the “genetically global web”, joining Publicis Modem is a unique opportunity. Although complementary to other types of communication, digital, interactive communication is a very specific skill. Publicis Modem understands that, shares our passion, and remains true to the essence of digital innovation. Our clients continue to demand an increasingly innovative and relevant offering. To meet that need, it became important for us to reach a critical size. We saw what Publicis is doing for its clients, and that really won us over.”

* * *



About Publicis Groupe

Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 42,000 professionals.

The 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 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; interactive and digital marketing, marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and with a worldwide leadership in healthcare communications.

Web site: www.publicisgroupe.com

Publicis Modem and Publicis Dialog Worldwide

Publicis Modem is an agency specialized in digital and interactive communication that works with world-class companies across the globe. The agency's global headquarters are located in San Francisco, with US offices in New York and Norwalk, UK headquarters in London, and France headquarters in Paris. Publicis Modem offers a range of digital marketing services, including strategy and planning; award-winning interactive creative design and execution; media consulting, search marketing, and technology enablement. Key clients include: HP, Renault, Capgemini among others.

Web site: www.publicismodem.com

Publicis Dialog is a Marketing Services network with 43 offices in 36 countries. The core disciplines of Publicis Dialog include CRM, Direct Marketing, and Sales Promotion, and the network is part of Publicis Worldwide. Publicis Dialog handles many blue chip clients globally, regionally and locally, including: Beam Global Spirits and Wine Inc., Hewlett Packard, Renault, McDonalds, Coca Cola, Nestle, Sony Playstation, L'Oreal, Virgin Atlantic.

Web site: www.publicis-dialog.com.

Wcube

With its 60 employees, **Wcube** is the number one independent French agency in digital communications. With its highly skilled technical and creative teams, Wcube has always been at the forefront of new developments in Internet communications (e-commerce web sites, search marketing,...). With its rich history in the interactive space, Wcube is driven by innovation, creativity and a commitment to ROI. It has some 60 clients including Société des Bains de Mer (Principality of Monaco), Jean-Paul Gaultier, Repetto, Sprite, neuf, Thomson, Sara Lee, vediorbis, Jardiland, Lee and La Poste.

Web site: www.Wcube.fr

CONTACTS :

Publicis Groupe :

Eve Magnant, Corporate Communication: 33 (0)1 44 43 70 25

Martine Hue, Investor Relations: 33 (0)1 44 43 65 00

Publicis Modem :

Janice Snook, Head of Communications: (+1) 415 260 0576

Wcube :

Thierry Vandewalle, President: 33 (0)1 42 47 83 83