



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe to Expand in UK Marketing Services: SAS Joins Publicis Consultants | Worldwide

September 24th 2007 – Publicis Groupe today announced the acquisition of SAS communications agency, which immediately joins the Publicis Consultants | Worldwide network. The move is in line with Publicis Groupe's strategy of targeted acquisitions designed to reinforce its offer in marketing services,

SAS is specialized in corporate, design, and visual communications. The London-based agency lines up alongside masius | Publicis Consultants, Publicis Consultants | PR, and design agency Carré Noir London to strengthen the presence of Publicis Consultants | UK.

With SAS on board, Publicis Consultants | UK will now be able to deliver a complete holistic offer to clients, from public relations, design capabilities, and corporate communication, to stakeholder and employee communications expertise, digital content development, brand creation, as well as strategic brand management and execution plans. Publicis Consultants | UK is well equipped to serve clients in the UK such as Sainsbury's, 3i, Hewlett Packard, Guinness, AXA, BAA Retail, The London Stock Exchange, Thomson, Volvo, Ernst & Young, UBS, Jupiter, City Index, among others.

SAS Managing Director Jeremy Sice will assume the role of CEO of Publicis Consultants | UK, working closely with the leadership teams of all four agencies to provide ever more effective solutions for existing clients and to develop important new business opportunities in the world's third largest advertising and communications market.

Eric Giully, Publicis Consultants | Worldwide CEO says: *"Our multi-specialist network is growing fast and London is an important center for us. We have been looking for some time to broaden our offer to our existing and potential clients in the UK. The reputation and creative strengths that SAS bring to us are a significant boost for our fast-paced growth plans, and we see a strong strategic and cultural synergy with our own entrepreneurial spirit."*

As Jeremy Sice, newly named CEO of Publicis Consultants | UK explains: *"This deal will enable us to provide our clients with a smart, media-neutral approach to communications and engagement that is genuinely audience rather than media driven. With a natural fit of skills, with no cross over and a team that shares our ambitions – I'm sure that the future is going to be interesting for all concerned."*



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About SAS

SAS is an independent corporate design and communications agency, with over 50 employees. The agency was founded in 1989 as a creative agency with expertise in visual communication and engagement. SAS works with its clients to enhance perception, engagement, loyalty and relationships with their key corporate audiences: investors, employees, business customers and other key external stakeholder audiences. SAS seeks to measure the effectiveness of its input through tangible changes in the attraction, retention and motivation of those audiences. Its integrated communications solutions embrace print, digital and face-to-face activity, taking in everything from Financial & corporate communication to employee communication and engagement at all levels and B2B marketing Communications. SAS's customers are FTSE250 and/or businesses with equivalent revenue levels and include 3i, Freshfields, Land Securities, BT, Logica and Ernst & Young, among others.

Web site: www.sasdesign.co.uk

About Publicis Consultants | Worldwide

Publicis Consultants | Worldwide is a fast-growing network of agencies that provide strategic communications and counsel to companies, brands and institutions. Between wholly-owned agencies, subsidiaries, and partners, Publicis Consultants | Worldwide offers a service network of 54 agencies in 23 countries and is gaining momentum throughout the industry. The company's over 1250 collaborators support their clients by building and expressing their identity, image & reputation, and relationship strategies in response to evolving communications needs and demands. Utilizing the benefits of local market knowledge together with the backing of an extended global network, Publicis Consultants | Worldwide offers clients state-of-the-art holistic communications services.

Web site: www.publicis-consultants.com/

About Publicis Groupe

Publicis Groupe (Euronext Paris: FR0000130577) 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 44,000 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 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.

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