



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Acquires The McGinn Group, Bolstering Manning Selvage & Lee's Strengths in Corporate Communications

Paris, France – April 11, 2007 – Publicis Groupe and its global public relations firm, Manning Selvage & Lee (MS&L), today announced the acquisition of The McGinn Group, a leading U.S. corporate communications firm specializing in risk and innovation, corporate affairs, litigation communications, issues advocacy and crisis management. This strategic acquisition significantly adds to the services MS&L and The McGinn Group provide their clients, particularly in the corporate communications space.

The McGinn Group, which will be re-named McGinn MS&L, specializes in providing strategic counsel to Fortune 500 companies, law firms, universities, non-profits and government agencies. It works with its clients, which include some of the largest companies in the U.S., on complex litigation, product, employment, environmental and intellectual property issues. The firm has leveraged deep research-driven insights to craft and implement specialized communications programs for companies including General Motors, First Data, Symantec, Pacific Gas & Electric and ChoicePoint.

The McGinn Group already shares a number of clients with Publicis Groupe and MS&L. These relationships will be further leveraged by pairing MS&L's global reach with The McGinn Group's corporate communications expertise.

Maurice Lévy, Chairman and CEO of Publicis Groupe said: *“Dan McGinn and his successful team bring a stellar record of success with an impressive client list to our Groupe. While we share a number of key clients, we also share an enthusiastic commitment to excellence and professionalism. This acquisition consolidates the Groupe's leading position in corporate communications, and our clients will benefit from this new broader offering, particularly in issues management.”*

Mark Hass, Global CEO of MS&L, said: *“I couldn't be happier about this acquisition. I've worked with Dan McGinn and his team for several years, and having first-hand knowledge of their talent, expertise and approach makes this an extremely appealing partnership. We also have very ambitious plans to build our corporate communications and crisis and issues management capabilities. The addition of The McGinn Group to the MS&L network brings us much closer to fulfilling these goals.”*

Dan McGinn, CEO of The McGinn Group, said: *“I was initially attracted to MS&L because of its global reach, commitment to clients and passion for innovation. The talent, culture and core values of The McGinn Group are complementary in a way that makes this the*



right decision for our long-standing clients and talented team. We are all very excited to have the opportunity to join the MS&L family, and I look forward to a very successful partnership for years to come.”

Manning Selvage & Lee

MS&L is one of the world's leading global public relations firms. Headquartered in New York, MS&L has 41 offices throughout North America, Latin America, EMEA and Asia-Pacific, as well as an extensive global affiliate network. The agency meets the needs of global and local clients by providing best-in-class services in consumer marketing PR, healthcare PR, corporate communications and technology communications, as well as industry-leading work in digital communications. MS&L won PRWeek's Best Use of Internet/New Media Award in both 2006 and 2007.

Web site: www.mslpr.com

The McGinn Group

The McGinn Group is a risk and innovation communications consulting firm with 50 high level consultants and experts, that provides strategic counsel to Fortune 500 companies, law firms, universities, government agencies and non-profit organizations. The firm's experience spans a range of business and broad reputation challenges assisting executives and legal counsel in managing complex, high-profile controversies.

Web site: www.mcginnngroup.com

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 40,000 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

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