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**FORMER SENATOR J. BENNETT JOHNSTON'S
GOVERNMENT RELATIONS FIRM BECOMES PART OF
WINNER & ASSOCIATES**

***Publicis Consultants, Winner's Parent Company, Acquires a Majority Interest
in Johnston & Associates***

PARIS AND WASHINGTON, D.C., February 14, 2002 – Publicis Groupe (NYSE: PUB), the world's sixth largest global advertising and communications agency, announced today that it has acquired a majority interest in Johnston & Associates, a leading Washington, D.C.-based government relations firm founded by former Senator J. Bennett Johnston.

Johnston & Associates will become a division of Winner & Associates, Publicis' flagship public affairs firm in the United States.

The acquisition further implements Publicis' strategy of offering its clients worldwide a broad array of corporate and crisis communications, public relations and government relations services in the United States under the Publicis Consultants banner. Terms of the transaction were not disclosed.

"We are delighted to have found a world-class legislative affairs team in the U.S. to complement the public affairs and strategic communications expertise of Winner & Associates," said Eric Giuily, President and CEO of Paris-based Publicis Consultants. "Senator Johnston was one of the most highly respected and influential political leaders in Washington during his 24 years in the U.S. Senate. Over the past five years, Bennett, and his partners Proctor Jones and Hunter Johnston have used their talents to build one of the most successful government relations companies in the U.S. It is terrific that this highly talented team has agreed to become part of Winner & Associates and the Publicis family."

Johnston & Associates, which was founded in January 1997, will retain its name, its management team and its approach to serving clients. It will become a division of Winner & Associates, working closely with Winner's Washington and Los Angeles offices.

Winner & Associates is a full-service strategic communications firm specializing in U.S. and international issues management, public relations, crisis communications,

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corporate reputation enhancement, media training, litigation support, and image and issue advertising.

Chuck Winner, president & CEO of Winner & Associates, a Publicis Consultants Company, said, “Bennett and his team have incredible levels of legislative experience and insight into governmental decision making in the U.S. Bennett has built one of the best government relations firms in Washington. I am very pleased that we will now be able to join with Bennett, Hunter, Proctor and the rest of the team in providing Publicis Group clients with both government relations and strategic communications services of the highest caliber.”

“The decision to join Publicis Group is an exciting one for us,” said Senator Johnston, president and CEO of Johnston & Associates. “Joining the Publicis Group allows us to benefit from their global reach and expands our capabilities. We will be able to offer new services to our clients and broaden our areas of representation. I believe that our two companies share philosophical outlooks and dedication to providing outstanding service for our clients. Chuck’s company and mine are a great match in terms of client relationships and business synergies—I know that together we will both be more valuable to our clients.”

Senator Johnston began his political career in the Louisiana Legislature, where he spent eight years. He then served 24 years in the United States Senate. As a member of the Senate Committee on Energy and Natural Resources from its creation, and as its Chairman and Ranking Member for much of that time, Senator Johnston was either directly or indirectly responsible for all energy legislation considered by the Congress between 1973 and 1996. He led the effort to pass the first electricity restructuring legislation as part of the Energy Policy Act of 1992; which also contained extensive provisions regarding natural gas and overhauled the nuclear licensing provisions of federal law.

Senator Johnston was the principal sponsor of natural gas deregulation as well as the Royalty Relief Act. He was the floor manager of hundreds of bills, including California Central Valley water reform and Tongass timber reform. In addition to energy policy, his position on this committee provided Senator Johnston with an oversight role on the operations of federal lands and the territories of the United States. In January 2001, President George W. Bush offered him the role of Secretary of Energy, a position Johnston declined.

About Johnston & Associates

Since 1997, Johnston & Associates has provided strategic public and legislative affairs consultation and representation to a broad range of some of the world’s largest and most progressive private and public entities.

Led by Senator J. Bennett Johnston, along with his partners Proctor Jones and Hunter Johnston, Johnston & Associates has extensive political and governmental experience and substantial insight into how government really works. First hand experience enables the company to develop comprehensive strategies and provide timely and effective communication with decision-makers to achieve its clients’ objectives. Johnston & Associates communicates directly with the political leadership and

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legislative decision-makers involved with the issues that affect their clients. Among these clients are: Bechtel Enterprises, Boeing, Edison International, Exelon Energy, Foothills Pipe Lines, Inc., General Motors, Integrated Environmental Technologies, LLC, National Institute for Environmental Renewal, Navajo Nation, New Orleans International Airport, Northern States Power, Northrop Grumman, Nuclear Energy Institute, Tulane University, U.S. Filter Operating Services, University of Chicago and University of Rochester.

About Winner & Associates

Founded a quarter century ago, Winner & Associates has served the U.S. and international public affairs and strategic communications needs of more than 250 corporations, trade associations, law firms and government organizations, including more than 50 Fortune 500 companies. Among its current clients are Exxon Mobil Corporation, Edison International, Bechtel Enterprises Holdings, Phelps Dodge Corporation, Oklahoma Gas and Electric, the National Soft Drink Association, InterGen Energy, Inc., the Gold Institute, Los Angeles Unified School District, Skanska AB, El Paso Electric, Lawyers Mutual Insurance Company and Grocery Manufacturers of America. In March of 2000, Winner and Associates joined Publicis Group and became a Publicis Consultants Company.

About Publicis Consultants

With offices in Paris, Brussels, Milan, Torino, Tokyo, Zurich and Lisbon, Publicis Consultants is the Publicis network's issues management agency, providing strategic counsel and communications services on all aspects of issues management for corporations, institutions and brands. Under the direction of Eric Giully, president and CEO, Publicis Consultants offers strategic counsel on brands marketing and corporate management, corporate communications, financial and investor relations, crisis communications, public relations, lobbying, public affairs, financial publishing, litigation support, institutional and issue advertising services.

About Publicis Groupe SA

Publicis Groupe SA (Euronext Paris: 13057, NYSE: PUB) is the world's sixth largest communications group (AdAge ranking, April 2001), with operations in 102 countries around the world. The Group's activities include advertising, marketing services and specialized communications, including public relations, corporate and financial communications, ethnic group communications, healthcare communications. It is also ranked third worldwide in media consultancy and buying. This comprehensive range of services is made available to clients through three autonomous worldwide networks: Publicis Worldwide, Saatchi & Saatchi Worldwide and Fallon Worldwide, in addition to its two consultancy and media buying networks, Optimedia and Zenithmedia. Publicis created a new communication concept called the Holistic Difference, which has generated new levels of impact in such campaigns as the euro 2002 Information Campaign for the European Central Bank and the twelve national central banks of the euro region. Publicis Groupe SA reported year 2001 billings of EUR 16.7 billion and revenues of EUR 2.4 billion.