



PUBLICIS GROUPE

PRESS RELEASE

Paris, January 18, 2010

OCEANE (1%) Reaching Maturity on January 18, 2018: Early Redemption at the Holders' Option

According to article 2.3.5.5 (Early Redemption at the holders' option) of the prospectus (*note d'opération*) dated January 10, 2002 relating to the issuance, by Publicis Groupe S.A., on January 18, 2002, of *Océanes* (bonds convertible and/or exchangeable into new or existing shares), any holder was entitled to request the early redemption of all or part of its *Océanes* on January 18, 2010 at the early redemption price of EUR 45.19 per *Océane*.

Publicis Groupe announces that on January 18, 2010, the early redemption date, 617,985 *Océanes* were repaid early for a total amount of EUR 27,926,742.15.

The number of these outstanding *Océanes* is now 2,624,538, representing 14.9% of the number initially issued (17,624,521).

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About Publicis Groupe

Publicis Groupe (Euronext Paris: FR0000130577) is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 43,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

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