



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE ACQUIRES EMPORIOASIA, LEADING DIGITAL AGENCY IN CHINA

This Acquisition Strengthens Publicis Groupe Digital Activities With the Rapidly Increasing Number of Chinese Internet Users

Paris, 21 May 2008 - Publicis Groupe today announced that it has acquired the Shanghai-based full-service digital marketing agency, EmporioAsia. Effective immediately, the agency will rebrand as EmporioAsia Leo Burnett with current CEO Vincent Kobler heading the renamed agency. Operating alongside Arc under the Leo Burnett China umbrella, the acquisition immediately boosts the multinational agency's strategic, production and creative capabilities in the fast-growing digital sphere.

Specialising in among others, online strategy and creative (websites, rich media, eDM); Search Marketing and Analytics, EmporioAsia has been recognised previously as China's Best Interactive Marketing Agency, as well as one of Asia Pacific's top specialist marketers. Clients include Hilton Hotels, China Eastern Airlines, Philips, Shangri-la Hotels, Parrot and ING bank. Founded in 1999, the agency has 35 staff. It is today one of the leading digital agencies in China.

China boasted 150 million Internet users in 2007, and is predicted to surpass the U.S. next year in terms of absolute numbers of people online.

Today, online ads capture around 2% of ad spend in China, compared to 4-5% in the U.S. The growth potential for the medium is clearly huge: While roughly half of the U.S. population is actively using the Internet today, between just 10 and 15% of the Chinese population is currently plugged in.

"The acquisition of EmporioAsia confirms our commitment to strengthening the Publicis Groupe presence in digital and emerging markets. The talent and expertise of EmporioAsia will help us maintain a leading edge in what is largely considered to be one of the most promising advertising markets in the world," said Maurice Lévy, Chairman and CEO of Publicis Groupe.

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**Forthcoming AGM: June 3, 2008 at 10 a.m. (Publiciscinemas)
Publicis Groupe Digital Day: June 25, 2008 (Paris)**

Publicis Groupe is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

Web Site: www.publicisgroupe.com

Leo Burnett Worldwide comprising the Leo Burnett brand agency and marketing partner Arc Worldwide, is one of the world's largest agency networks and a subsidiary of Publicis Groupe, the world's fourth-largest communications company. Leo Burnett holds people at the center of its strategic thinking, technological innovation and creative ideas, focusing first and foremost on human behavior before attempting to tell a brand's story.

With this approach, Leo Burnett ensures that people who buy into client brands believe in them all the more. With expertise in mass advertising and digital, promotional and retail marketing, Leo Burnett partners with blue-chip clients such as The Coca-Cola Company, Diageo, Kellogg, McDonald's, Procter & Gamble and Samsung. The company has won more advertising awards for campaign effectiveness than any other agency in the last six years in the U.S., has been heralded as a "pioneer on the frontier of marketing" and continues to be ranked as one of the world's top five creatively awarded networks worldwide.

Web Site: www.leoburnett.com

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APPENDIX

