



PUBLICIS GROUPE

PRESS RELEASE

## **FABRICE FRIES IS APPOINTED PRESIDENT OF PUBLICIS CONSULTANTS | FRANCE**

**Paris, December 8, 2008** - Fabrice Fries, currently General Secretary of Publicis Groupe, has been appointed President of Publicis Consultants | France. He will report to Eric Giully, President of Publicis Consultants | Worldwide.

Furthermore, he is temporarily replacing Muriel Réus, who is leaving her post as President of Publicis Events France.

Publicis Consultants | France and Publicis Events France, both leaders on their respective markets, belong to the SAMS division, headed by John Farrell, President and CEO of SAMS Worldwide.

In his new role, Fabrice Fries will be responsible for setting in place greater synergies to better serve clients common to both entities, and also for seeking new development opportunities for each company.

This appointment takes effect immediately. Fabrice Fries will ensure the transition of his current responsibilities and will leave the Publicis Groupe Executive Committee (P12) in order to focus fully on his new role.

Eric Giully, President of Publicis Consultants | Worldwide, declared: *"I am happy that Fabrice is taking on the responsibility of Publicis Consultants | France. This will allow me to dedicate more time to the development of the international activities of the network."* Fabrice Fries added: *"After two years spent on the legal, human resources and internal audit aspects of the Groupe, I am very enthusiastic about the idea of returning to operational functions and especially within a network which has such exceptional clients and talents".*

Fabrice Fries started his career in the French Ministry of Finance, and then served as an advisor to Jacques Delors, the President of the European Commission, from 1990 to 1994. In 1995, he joined what was to become Vivendi (at that time CGE) and was subsequently appointed director of strategy and development of the Havas group. In 1998, he was appointed Executive Vice President of Vivendi Universal Publishing, where he was responsible for the professional press and publishing business (at that time, third European group in that field). From 2002 onward, he was CEO of Aprovia and Medimedia, companies which resulted from an LBO on these activities. In 2004, he joined a European IT services company, Atos Origin, and was responsible for its global accounts. In September 2006, he joined Publicis Groupe as General Secretary in charge of HR, Legal and Audit. Fabrice is a graduate of France's Ecole Normale Supérieure, Institut d'Etudes Politiques and Ecole Nationale d'Administration.



#### **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 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, from advertising 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](http://www.publicisgroupe.com)

#### **About Publicis Consultants | Worldwide**

Publicis Consultants | Worldwide ([www.publicis-consultants.com](http://www.publicis-consultants.com)) 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 63 agencies in 33 countries. The network's 1,350 collaborators support their clients by defining their identity, developing their image & defending their reputation, and deepening their relationship with all their stakeholders 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. Publicis Consultants | Worldwide is part of Publicis Groupe SA (Euronext Paris 13057), the world's third largest communications group.

**Web site:** [www.publicis-consultants.com](http://www.publicis-consultants.com)

#### **About Publicis Consultants | France**

Publicis Consultants | France, the leading corporate communications agency in France, provides companies, institutions and brands with all the tools needed to build their identity, image and reputation and forge quality relations with their various audiences. The network in France, with a staff of over 420 employees, is organized into six agencies: Publicis Consultants | Paris for corporate and institutional communications, investor relations and financial communications, government and public affairs and corporate public relations; Publicis Consultants | RH for human relations and internal communications; Pietri | Publicis Consultants specializing in luxury, fashion and consumer public relations; Publicis Consultants | Net Intelligenz, a unique alliance of corporate and Internet expertise; Verbe for online and offline publishing and Carré Noir for corporate identity and brand design.

**Web site:** [www.publicis-consultants.fr](http://www.publicis-consultants.fr)

#### **About Publicis Events France**

Publicis Events apporte une véritable dimension de conseil in events management. Publicis Events in France is made up of Publicis Events, Publicis Meetings, JCD Conseil, Eca2 and Publicis Events Monaco. The agency is specialized in Corporate Events (conferences, shareholders meetings ...), Marketing and BtoB (product launches, trade shows...), General Public (Experiential Marketing, Road Shows...), Entertainment (shows, opening and closing ceremonies for important national and international events), Health (conferences, conventions ...), Business Travel and Motivational Workshops.

**Web site:** [www.publicisevents.com](http://www.publicisevents.com)

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