



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE SELLS ITS STAKE IN FREUD COMMUNICATIONS

Paris, April 15, 2011 – Publicis Groupe announced today that it has agreed to sell its shares in Freud Communications to the agency's Founder and Chairman, Matthew Freud. Since 2005, Publicis Groupe has owned a majority stake in the UK public relations firm. Publicis Groupe will continue to provide clients in the UK and globally with the complete range of services in branding and public relations through agencies within its global PR network MSLGROUP.

Said Olivier Fleurot, CEO of MSLGROUP, *"I enjoyed working with Matthew and I have a lot of respect for his skills. We wish him success in his future endeavors."*

Nicola Howson, CEO of Freud Communications, added, *"We are grateful for the support of Publicis Groupe as a shareholder since 2005 and look forward to our future as an independently owned company."*

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About Publicis Groupe

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe employs approximately 49,000 professionals and offers local and international clients a complete range of advertising services through three global networks: Leo Burnett, Publicis, Saatchi & Saatchi, and numerous agencies including Fallon, 49%-owned Bartle Bogle Hegarty, and Kaplan Thaler Group. VivaKi combines digital and media expertise, allowing clients to connect with consumers in a holistic way, with Starcom MediaVest Group and ZenithOptimedia worldwide media networks; and interactive and digital marketing led by Digitas and Razorfish networks. VivaKi develops new services, tools, and next generation digital platforms. Publicis Groupe offers healthcare communications with Publicis Healthcare Communications Group (PHCG, the first global network in healthcare communications). And with MSLGROUP, one of the world's top five PR and Events networks, also provides expertise in corporate and financial communications, public affairs, branding, and social media marketing.

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