



PUBLICIS GROUPE

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PRESS RELEASE

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**Publicis Groupe Pursues its Global Digital Expansion  
Acquires Nemos, Swiss Leader in Multimedia and Flash Programming**

April 15, 2009, Paris – Publicis Groupe (EURONEXT Paris: FR0000130577) announced today that it has acquired Nemos, the highly recognized Zurich-based digital agency in interactive communication. The agency will be integrated into Publicis Modem Switzerland and Nemos will be aligned with Publicis Modem, the digital branch of the Publicis Worldwide global network. This acquisition once again illustrates Publicis Groupe's ongoing commitment to enriching its digital offer through targeted acquisitions.

Founded in 2002, Nemos is one of Switzerland's leading multimedia and flash programming agencies. Employing 10 digital professionals, Nemos' client list includes companies such as Carlsberg, Movenpick, and Condor Films. Through this acquisition Publicis Modem becomes Switzerland's leading digital experience agency offering the full range of digital marketing and communication services, such as conceptual and creative, web site development, social network and media marketing, and mobile marketing. Pascal Urscheler, former CEO of Nemos and Marion Marxer, former Senior Brand Director of Publicis in Zurich will co-lead the new Publicis Modem Switzerland. They will report to Freddy Collioud, President of Publicis Switzerland.

The acquisition of Nemos is the latest step in the global expansion of the Publicis Modem digital network. The network recently expanded into Korea through the acquisition of Portfolio in 2008. Publicis Modem currently employs approximately 1,200 and has 40 offices around the world.

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#### About Nemos

Nemos built its reputation as one of Switzerland's leading agencies in multimedia programming through several years of continued client satisfaction. Their passion and drive, not to mention outstanding creativity and highly specialized digital skills confirm that the teams at Nemos are real pioneers in the digital industry. Employing 10 digital professionals in their Zurich-based headquarters, Nemos is specialized in the full range of digital communication expertise including conception and creative, web site development, social network and media marketing.

**Web Site :** [www.nemos.ch](http://www.nemos.ch)

#### About Publicis Modem

Publicis Modem is a global digital agency network that works with world-class companies in more than 40 countries and has over 1,000 digital employees. Publicis Modem offers a range of integrated marketing services, including strategy and planning; award winning creative design and execution; media research, planning and buying; search marketing; online and offline direct marketing; and technology enablement. Publicis Modem is part of the Publicis Worldwide network and a member of the Paris-based Publicis Groupe.

**Web Site :** [www.publicismodem.com](http://www.publicismodem.com)

#### 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 45,000 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 agency is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, 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.

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

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