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PRESS RELEASE

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**PUBLICIS GROUPE ACQUIRES A MINORITY STAKE OF BRAZILIAN AGENCY  
TATERKA COMUNICAÇÕES**

Paris, March 30, 2010 - Publicis Groupe announced today that it has acquired a minority stake (5%) in Taterka Comunicações (Taterka), an advertising agency based in São Paulo, Brazil. This move once again illustrates Publicis Groupe's ongoing commitment to strengthen its presence in emerging markets.

The agency, established by Dorian Taterka in 1993, has achieved outstanding performance, in particular by expanding its footprint throughout 18 countries in the Latin America region. With 120 professionals, Taterka is a full-fledged agency, offering services to a broad range of international and Brazilian clients, including McDonald's (in Brazil and 17 other Latin American markets), Natura (in Brazil and in 4 other Latin American markets), Credit Suisse, BMW, Bayer (men's health), Bosch (institutional) and Saraiva Bookstore (largest bookstore chain in Latin America).

Taterka will continue to operate on a stand-alone basis and will not be aligned with a Publicis Groupe global advertising network.

**About Taterka**

Taterka is a full service advertising agency of 120 professionals based in Sao Paulo (Brazil). Since its foundation by Dorian Taterka in 1993, the agency built its reputation through outstanding services to McDonald's, initially in Brazil and subsequently across Latin America. During the last few years, Taterka expanded its services to a wide number of international and Brazilian clients, including Natura Cosmetics, Credit Suisse, BMW, Bayer, Saraiva bookstore, among others. Their passion for the brands, not to mention precise creativity, strategic counsel and excellent execution, has reflected in continued client satisfaction and market recognition. Taterka is placed among the most reputable agencies of the Brazilian market. Web site: [www.taterka.com.br](http://www.taterka.com.br)

**About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third 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 is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe 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. Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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## CONTACTS

### **Taterka**

#### **Perspectiva Assessoria de Comunicação Ltda**

Luciana Vidigal

luciana.vidigal@perspectivabrasil.com.br

+55 11 3706 3333

### **Publicis Groupe**

Peggy Nahmany, Corporate Communications

peggy.nahmany@publicisgroupe.com

+ 33 (0)1 44 43 72 83

Martine Hue, Investor Relations

Martine.hue@publicisgroupe.com

+ 33 (0)1 44 43 65 00