



PUBLICIS GROUPE

PRESS RELEASE

Paris, August 5, 2010

Publicis Groupe files its 2010 Half-Year Financial Report

The first half-year financial report for 2010 was filed with the French Financial Markets Authority (*Autorité des Marchés Financiers*) on August 5, 2010.

It is available free of charge, in line with legal requirements, and can be downloaded from the Company's website www.publicisgroupe.com (under the section Investor Relations / Regulatory Documents / Reference Documents and Financial Reports).

The financial report contains the interim management report, the consolidated interim financial statements and the statutory auditor's report on interim financial information for 2010.

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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 counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 46,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty, as well as New York-based Kaplan Thaler Group. Media consultancy and buying is offered through the two first ranked worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by the two first ranked Digitas and Razorfish networks. Publicis Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Denuo, Razorfish, Starcom MediaVest Group and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MS&LGroup, one of the world's top three PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events, sports marketing and events.

Web site: www.publicisgroupe.com