



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE ACQUIRES DIGITAL DISTRICT

Strengthening Publicis Healthcare Communication Group's digital offering

Paris, December 13, 2010 — Publicis Groupe announced today that it has acquired Digital District, a recognized thought leader in the interactive healthcare communications space. Digital District will be aligned under Publicis Healthcare Communications Group (PHCG) and will become part of the global digital communications arm of PHCG. Digital District will maintain its current location in Dusseldorf (Germany), and will continue to be led by General Manager Aleksandar Stojanovic.

Founded in 2002, Digital District focuses on defining and implementing digital communication strategies. The agency offers a fully integrated suite of innovative interactive solutions, including digital branding, content management, e-commerce strategies, social media, web 2.0, and online marketing. Digital District's clients include AstraZeneca, Siemens, Bellicon, Weleda, and Sara Lee. The agency outranked 450 interactive agencies and captured the number 1 position in the Benchmark interactive agency quality ranking for the second time in early 2010.

The acquisition of Digital District clearly illustrates Publicis Groupe's commitment to strengthening its digital expertise in healthcare communications. The Internet has become a critical source for individuals wishing to obtain information about their health, and healthcare-related searches rank among the top queries on the Internet. Given the strength of the Internet as a tool for healthcare brands, guidance will be increasingly valuable to pharmaceutical companies and institutions close to the industry throughout the world.

Alain Sarraf, President of Publicis Healthcare Communications Group, Europe, *"With the ever-increasing focus on providing our clients with dynamic digital experiences, the addition of Digital District strengthens our prowess in this sector. This move allows us to increase our global footprint and create a stronger European digital entity."*



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Digital District

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Web site: www.digitaldistrict.de

About Publicis Healthcare Communication Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe S.A., PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With more than 3,000 employees, PHCG manages nearly 20 agency brands through 41 offices located in 10 countries.

Web site: www.publicishealthcare.com

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 offers local and international clients a complete range of advertising services through three global advertising 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 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'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 MSLGROUP, one of the world's top five PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events.

Web site: www.publicisgroupe.com

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