



Suresnes, Wednesday 17 February, 2010, 8.45am

PRESS RELEASE

## Creation of Havas Italy

Havas announces the creation of a country committee in Italy. As of today, the new structure will ensure the optimisation of resources, coordinate Group business in Italy and oversee the integration of services in order to offer even more integrated solutions to clients.

For the Group's Italian agencies, the committee will:

- regroup all the teams in the same office space so as to maximize the integration of the different activities,
- further mutualise certain shared services,
- initiate transversal projects in the aim of strengthening the Group's commercial performance and seizing growth opportunities.

The committee members are all managers of the Group's principal agencies in Italy. Dario Mezzano, CEO of Euro RSCG Milano, will be its President and Alessandro Mandelli, CEO of Havas Media Italy, will be its Vice President.

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### About Havas

Havas (Euronext Paris: HAV.PA) is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two Business Units (the term « Business Unit » will from now on replace the term « Division »), Havas Worldwide and Havas Media, in order to optimize synergies and further reinforce Havas's position as the most integrated of all of the major holding companies. Havas Worldwide incorporates the Euro RSCG Worldwide network as well as agencies with strong local identities: Arnold in the USA, the UK and Italy, H and W&Cie in France, Palm+Havas in Canada... Havas Media incorporates the MPG, Arena, Havas Sports & Entertainment and Havas Digital networks. A multicultural and decentralized Group, Havas is present in more than 75 countries through its networks of agencies and contractual affiliations. The Group offers a broad range of communications services, including traditional advertising, direct marketing, media planning and buying, corporate communications, sales promotion, design, human resources, sports marketing, multimedia interactive communications and public relations. Havas employs approximately 14,700 people.

Further information about Havas is available on the company's website: [www.havas.com](http://www.havas.com)