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CONTACT: Rayanne Zackery
Publicis Consultants | PR
206-270-4653
rayanne.zackery@publicis-pr.com

PUBLICIS CONSULTANTS | PR ANNOUNCES NEW LEADERSHIP APPOINTMENTS

- Agency strengthens management team and healthcare talent -

NEW YORK, Jan. 29, 2008 – Publicis Consultants | PR today announced several appointments designed to strengthen the agency’s leadership in North America.

All appointments are effective immediately:

Steve Bryant, most recently president of the agency’s Seattle office, has been named executive vice president, USA, overseeing business and brand development. He is succeeded by Hannah Coan, most recently executive vice president, director of client services, who has been named managing director of the office. In New York, Linda Muskat-Rim, most recently senior vice president at Ruder Finn, has been named senior vice president for healthcare.

“I am very confident that these appointments will help us achieve our aggressive growth plans in the United States,” said Eric Giuily, CEO of Publicis Consultants | Worldwide.

In the U.S., Wendy Lund has assumed responsibility for the agency’s operations. Lund is also executive vice president, global business and client development for sister agency Manning Selvage & Lee (MS&L). Her appointment with Publicis Consultants | PR is designed to maximize client service and growth opportunities for this important public relations brand of Publicis Groupe.

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Bryant, a 20-year veteran of the firm, has also served as its chief creative officer. He is best known for launching Jared Fogel for Subway and for his work on the Diet Pepsi syringe crisis. Bryant founded the firm's Nutrition Marketing Research Institute and is a frequent presenter on food and beverage marketing innovations.

Coan has served as EVP, director of client services, for the Seattle operation for the last six years. She formerly served as marketing director for Quadrant, the real estate division of Weyerhaeuser, and as a senior vice president in the e-commerce industry. She is highly regarded for her consumer and lifestyle marketing expertise, evident in her work across many CPG brands, including Nestlé.

Linda Muskat-Rim becomes senior vice president in the healthcare practice of the firm's New York office. Muskat-Rim joins from the healthcare division of Ruder Finn PR, where she rose to senior VP, following a 10-year career in medical publishing. At Ruder Finn, she managed communications, including Web strategies, for pharmaceutical and medical device clients including Johnson & Johnson, Novartis and sanofi-aventis.

About Publicis Consultants | PR

Publicis Consultants | PR partners with companies, brands and causes that make lives better. The firm's core strength is in engaging brand advocates and communicating with them where, when and how they want to be reached. Publicis Consultants | PR, part of Publicis Consultants | Worldwide, represents clients such as Nestlé and sanofi-aventis with operations concentrated in New York and Seattle offices.

Publicis Consultants is a member of the Publicis Groupe (Euronext Paris: FR0000130577), the world's fourth largest communications group, and a global leader in digital and online advertising, media consulting, and healthcare communications. With some 42,000 professionals in 104 countries, the Groupe's activities cover advertising through three global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media agencies with two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services, including digital and interactive communications through Digitas, relationship and direct marketing, public and media relations, corporate and financial communications, multicultural communications, and event communications. The Groupe is also the world leader in healthcare communications. Web site: www.publicisgroupe.com.

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