

FOR IMMEDIATE RELEASE

CONTACT: Rayanne Zackery
Publicis Consultants | PR
206.270.4653
rayanne.zackery@publicis-pr.com

PUBLICIS CONSULTANTS | PR FOCUSES U.S. BUSINESS ON LIVING BRANDS

-- New platform driven by unique firm strengths & successes --

NEW YORK, January 15, 2009 – Spurred by business successes and leveraging its core capabilities, Publicis Consultants | PR is focusing its U.S. business on Living Brands – those in the healthcare and wellness, food and nutrition, and home categories.

“We are exceptionally strong in these categories thanks to specialized capabilities, a credentialed staff, and our extensive influencer contacts,” said CEO Wendy Lund.

“Over the last year, we have strengthened these credentials to better serve what we call Living Brands – brands that satisfy the essentials of life.”

Publicis serves Living Brands by engaging consumers and professionals through influence, education and lifestyle marketing. In addition to the conventional PR disciplines of strategic planning, conventional and social media relations, and event management, the agency offers a wide range of distinguishing capabilities. Those include lifestyle marketing services such as influencer and celebrity seeding, earned product placement in film and TV, and celebrity spokesperson management.

The firm also offers a healthcare editorial and media services team and houses the Publicis Culinary & Nutrition Center, the Nutrition Marketing Research Institute, a print & digital design team, and a trade show marketing force. Staff includes two registered dietitians and an attorney with healthcare expertise. Its specialized teams of healthcare and food communicators number several dozen each.

-- more --

PAGE TWO

This past year saw significant signs that its unique offerings are paying off for Publicis Consultants | PR. The agency saw strong organic growth with its largest healthcare and food clients, plus a string of new business wins, including healthcare and wellness brands (ZOLL Medical Corporation, Mead-Johnson), food brands (Sahale Snacks, among others), and home brands (SodaClub and T-fal). More recent wins, again in these categories, are slated for announcement this month.

“Our new platform is a formula for both excellence and diversification,” said Steve Bryant, EVP of brand and business development for Publicis Consultants | PR USA. “Despite being a mid-sized firm in the United States, we regularly compete and frequently win against far larger agencies in these three categories, all of which provide ample opportunities for growth.”

The firm will elucidate its Living Brands platform in its revamped Web site launching in February at www.publicisconsultants-pr.com.

About Publicis Consultants | PR

Publicis Consultants | PR helps Living Brands in health, food, nutrition and home industries engage consumers and professionals through influencers, education, and lifestyle marketing. Publicis Consultants | PR represents clients such as Nestlé and sanofi-aventis with operations concentrated in New York and Seattle offices. It is part of Publicis Consultants | Worldwide, which ranks 12th among PR firms globally.

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. The Groupe is also the world leader in healthcare communications. Web site: www.publicisgroupe.com.

###