



## PUBLICIS GROUPE

### PRESS RELEASE

#### **PUBLICIS GROUPE TO RECEIVE THE 2009 GLOBAL EQUITY ORGANIZATION (GEO) AWARDS FOR “MOST INNOVATIVE AND CREATIVE PLAN DESIGN” CATEGORY**

**Paris, July 9, 2009** –The GEO Awards that celebrate outstanding performance in the international employee share plan community awarded Publicis Groupe among the ten companies from around the world that were honored for their impressive achievements.

Publicis Groupe presented the new equity compensation plan, including LionLead (co-investment Plan), Long Term Incentive Plan (LTIP) and the Worldwide Free Share announced in March 2009. The Groupe received the « *Most Innovative and Creative Plan Design* » category Award. Measurements in this category include how well the plan was creatively adapted to local tax and regulatory laws, innovative ways to increase employee participation and excitement, and how their plan differs from competitors or industry norms.

The share plan team at Publicis Groupe realized the impact the economy would have on an ESPP (Employee Share Purchase Plan) program, which required participants to contribute cash in exchange for shares. Publicis Groupe re-evaluated their options and created a unique three-part plan to benefit all employees. Key to the program was a free shares offering to all 45,000 employees worldwide, supplemented by significant modifications to an existing key contributor plan and a unique co-investment plan, dubbed Lion Lead, for senior executives. *“The judges applaud the flexibility and adherence to values demonstrated by Publicis Groupe under challenging conditions and are pleased to present them with the GEO Award for Most Innovative and Creative Plan Design”.*

Maurice Lévy, Chairman and CEO of Publicis Groupe declares: *“I am very proud that Publicis Groupe has received the « Most Innovative and Creative Plan Design » at the GEO Awards. This recognition illustrates how creativity is fundamental to the management of our Groupe, including the motivation and compensation of our employees.”*

Please find more information on the category on the website: <http://www.geoawards.org>

#### **About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying agency is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications. **Web site:** [www.publicisgroupe.com](http://www.publicisgroupe.com)



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