



PUBLICIS GROUPE

PRESS RELEASE

Paris, December 28, 2006

Tender Offer for Digitas Inc. Schedule of the Operation

On December 20, 2006, Publicis Groupe announced its proposal to acquire Digitas Inc. (USA) through a friendly cash tender offer. Following this announcement, on December 26, Publicis Groupe S.A. filed the necessary documents, including the « Schedule TO » and exhibits, with the *Securities and Exchange Commission* (SEC) for the tender offer on Digitas Inc. through one of its subsidiaries. These documents (in English) are available on the Publicis Groupe website, www.publicisgroupe.com. They outline the procedures for shareholders of Digitas Inc. who wish to tender their shares. These documents provide details concerning the terms and conditions of the offer, including:

- The schedule of the offer, which expires on January 24, 2007 (unless it is extended);
- The terms and conditions of the final acquisition contract (“Agreement and Plan of Merger”) pursuant to which the offer was made. Conditions under which break-up fees would be due are also detailed therein;
- The revenue and operational results forecasts provided by Digitas Inc. to Publicis Groupe prior to the conclusion of the final acquisition contract ;
- The financing of the operation.

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This document and the information it contains is neither an offer nor a solicitation concerning the acquisition of securities, stocks and shares of Publicis Groupe S.A. or of Digitas Inc. , in France, in the United States or in any other jurisdiction.



Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. Its activities span 104 countries on five continents.

The Groupe's communication activities cover advertising, through three autonomous 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 consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications with a worldwide leadership.

Web sites: www.publicisgroupe.com and www.finance.publicisgroupe.com

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