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**PUBLICIS GROUPE SA ANNOUNCES ADR LISTING ON THE NYSE**  
***-Multinational Advertising/Communications Group Shares***  
***Now Traded in New York and Paris-***

**PARIS, France, and NEW YORK, NY, September 12, 2000**— Publicis Groupe SA, an international advertising and communications group, announced that its shares, currently traded on the Paris Bourse, have today also begun trading as American Depository Receipts (ADRs) on the New York Stock Exchange, under the symbol PUB. This dual listing follows the Company's most recent acquisition of UK-based advertising giant, Saatchi & Saatchi, a worldwide company with extensive US operations and an ADR listing on the NYSE.

Under the terms of the transaction, announced on June 20<sup>th</sup> of this year, Saatchi & Saatchi's shares on the London Stock Exchange and ADRs on the NYSE have ceased to be traded. Saatchi & Saatchi shareholders received 1.8252 new Publicis shares and 1.8252 CVRs for every 100 Saatchi & Saatchi shares. The transaction, widely seen as a groundbreaking strategic combination within the advertising/communications industry, closed yesterday, September 11, 2000.

Over the past three years in particular, Publicis has vigorously developed its presence in the United States through a combination of high-profile strategic acquisitions and organic growth.

Commenting on the announcement, Publicis SA Chairman and CEO Maurice Levy said, "We are very excited that Publicis shares can now be traded on the NYSE as well as the Paris Bourse. This dual listing reflects Publicis's truly international reach. It also reflects our ongoing commitment to keep developing our presence within the United States in order to continue to provide our clients with a superior level of service as we help them build their brands worldwide. Just as importantly, the fact that Publicis shares are now traded on both the Paris Bourse and æ ADRs on the NYSE gives us greater access to the global capital markets for future growth, which allows us to continue to create value for our shareholders."

Publicis Groupe is a Paris, France-based international advertising and communications group founded in 1926. The company is the fifth largest advertising and communications group in the world, with a presence in 165 cities in 100 countries on five continents. Publicis provides a full range of advertising and communications services that range from traditionally integrated and multimedia advertising, to public relations and integrated marketing services.

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