



## PUBLICIS GROUPE

### PRESS RELEASE

#### **Publicis Groupe Strengthens its Japanese Operations**

- **Publicis Japan to tie up with Beacon Communications**
- **MS&L Japan to become fully separate entity**
- **Fallon Japan to be strengthened and expanded**

**Paris, October 10<sup>th</sup> 2007** – In a series of related moves, Publicis Groupe is strengthening its long-standing operations in Japan, the world's second largest advertising market; Publicis Japan has consolidated most of its operations into Beacon Communications KK, a joint venture with strategic partner Dentsu, Publicis Groupe's largest offering in Tokyo. The move, effective immediately, allows Publicis Japan clients to tap the full resources of Beacon, a top 10 agency in Japan. The move will significantly strengthen the ability of Publicis Japan teams to deliver a fully holistic offer to clients, by giving them the broadest possible access to a wide range of communication resources.

MS&L Japan – the Public Relations agency which has been managed as a division of Publicis Japan -- will become a separate entity beginning January 1, 2008. The move reflects the strong growth at MS&L Japan over the last years as well as the expected growth over the coming years.

Fallon Tokyo, already one of the most dynamic creative agencies in the Japanese capital with some 60 professionals, will be strengthened by the arrival of l'Oréal teams from Publicis Japan. The move has been specifically designed to give l'Oréal the strongest creative firepower for its Japanese marketing efforts.

Bertrand Siguier, Executive Vice President Publicis Groupe, said: *“Our clients will benefit enormously from the strengthening of our operations in Japan. By joining teams at Publicis Japan with Beacon, our long-standing joint venture with our esteemed strategic partner Dentsu, we will be ensuring that clients have access to a richer and larger talent pool. Fallon Tokyo, which has been going from strength to strength, will benefit from the arrival of Publicis Japan's luxury team. And MS&L Japan will emerge as a much more dynamic player as a fully independent entity.”*



**Publicis Groupe** (Euronext Paris: FR0000130577) is the world's fourth largest communications group, as well as world's second largest media counsel and buying group. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

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 and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; interactive and digital marketing, marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and with a worldwide leadership in healthcare communications.

Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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