



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE TO ACQUIRE TRIBAL, LEADING BRAZILIAN INDEPENDENT DIGITAL AGENCY

Paris, November 19, 2008 – Publicis Groupe today announced that it has acquired the Sao Paulo-based leading digital agency Tribal. With nearly one hundred communications specialists, Tribal is one of Brazil's top independent interactive agencies. This nationally recognized industry leader offers a complete range of in-house services from strategic brand planning to interactive campaigns and advanced marketing technologies. The Tribal brand will be kept and the agency will be aligned with the Digitas global network. The team will continue to be led by existing management Pierre Mantovani, CEO and Renato Fabri, Chief Creative Officer. Both will now report to François de La Villardière, CEO of Digitas Latin America.

This strategic transaction marks the next step in the international roll-out of the Digitas global network. Publicis Groupe acquired Digitas at the end of 2006. In 2007, Digitas was launched in the UK, in India and Singapore, in China through Publicis Groupe's acquisition of CCG, as well as in France through the Groupe's acquisition of Business Interactif. In addition to expanding the Digitas global footprint, the acquisition of Tribal also illustrates Publicis Groupe's continued strategy of further investing in emerging economies and increasing its revenue share from digital and high-growth markets.

Since its launch in 1998, Tribal has quickly established itself as a national industry leader. The agency has grown to specialize in range of highly-competitive services including Strategic Brand Planning, Marketing Analytics, Media Planning & Buying, Interactive Marketing, Web & Interactive Development, as well as Marketing Technologies. Major clients include Microsoft, Philips, Chrysler and Whirlpool.

Commenting on the announcement, Laura Lang, Chairman & CEO of Digitas, said, *"The acquisition of Tribal is key for strengthening our global operations and expanding the Digitas network into Latin America. Brazil is poised for significant growth as Internet/broadband penetration accelerates in the next two years. From a digital perspective, Brazil is vital for our clients and Tribal gives us a center of excellence to leverage in an important growth market."*

François de La Villardière, CEO of Digitas Latin America, *"Pierre and his team at Tribal bring strong leadership and a broad range of creative expertise and global clients, everything we need to provide a solid foundation for our Digitas Latam operations."*

Pierre Mantovani, CEO of Tribal, *"As we already have an international dimension, with communication campaigns in 20 different countries, joining Digitas and becoming part of Publicis Groupe is a great opportunity for us to operate on a larger scale, while maintaining our identity and our corporate culture."*



Brazil is one of the most promising advertising markets in the world. According to ZenithOptimedia forecasts, the Brazilian ad market grew by 25.1% in 2007, up from 19.4% in 2006. The ad market has been growing well ahead of the wider economy, which has been growing at about 4% a year for the last few years. ZO forecasts a 15.4% total ad expenditure growth for 2008, and double-digit growth for 2009 and 2010.

Publicis Groupe now has nearly 750 employees in Brazil. The Groupe is present through its brands Publicis, Saatchi & Saatchi, Leo Burnett, Fallon, and now Digitas.

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 counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering 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

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

About Tribal

Founded in 1998, Tribal is one of Brazil's top independent interactive agencies. With almost a hundred communication specialists, the agency offers Strategic Planning Brand, Marketing Analytics, Media Planning & Buying, Interactive Marketing, Web & Interactive Development and Marketing Technologies. Major clients include Philips, Microsoft, Chrysler and Whirlpool. The agency has received a number of prestigious national interactive advertising awards such as "Festival Internacional de Publicidade de Gramado" and "iBest". With communication campaigns in 20 different countries, Tribal has an international coverage, grew 70% in 2007 and about 50% in 2008.

Web Site: www.tribal.com.br

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