



PUBLICIS GROUPE

PRESS RELEASE

**Publicis Groupe's Tender Offer for remaining Business Interactif shares
given clearance by the French financial authority (AMF):
Offer to commence on August 6, 2007**

Paris, August 2, 2007 - Further to the filing of Publicis Groupe's mixed tender offer aimed at acquiring the Business Interactif shares not yet held by Publicis Groupe, the French financial authority (AMF), in accordance with its clearance decision, has issued visa number 07-280 dated August 1, 2007.

As previously announced, the terms of Publicis Groupe's offer to acquire Business Interactif are the following:

Under the principal mixed public offer, Business Interactif shareholders will receive 5 Publicis Groupe shares and 167 euros in cash in exchange for 33 Business Interactif shares. Subject to an aggregate cap of 50% in Publicis Groupe shares and 50% in cash, Business Interactif minority shareholders will be offered 10 newly-issued Publicis Groupe shares for 33 Business Interactif shares pursuant to a subsidiary exchange offer and 10.10 euros per Business Interactif share under a subsidiary cash offer.

The commencement of this offer will take place on August 6 and it will remain open until September 7, 2007.

This offer is only made in France. The present release is not intended to be distributed in countries other than France.

Documentation concerning this offer will be available free of charge from Publicis Groupe, 133 avenue des Champs Elysees – 75008 Paris, Ixis Corporate & Investment Bank, a Natixis subsidiary, 47 quai d'Austerlitz – 75648 Paris Cedex 13, and from Lazard Freres Banque, 121 boulevard Hausmann – 75008 Paris.



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Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, and a global leader in digital and online advertising, media consulting, and healthcare communications. With some 42,000 professionals in 104 countries, the Groupe's activities cover advertising, through three 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 agencies with two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services, including digital and interactive communications through Digitas; relationship and direct marketing, public and media relations, corporate and financial communications, multicultural communications, and event communications. The Groupe is also the world leader in healthcare communications.

Web site: www.publicisgroupe.com

Business Interactif (Euronext Paris: FR 0000076051) is France's leading and most integrated pure-play interactive marketing agency. The company offers a complete range of services and products designed to optimize multi-channel relationships and interactive marketing strategies such as: Recruitment and loyalty building e-mail and marketing campaigns, Search engine optimization, Site design, implementation and maintenance.

Business Interactif has a strong International presence with offices in Paris, New York, Tokyo and Shanghai, and has an impressive portfolio of long term top-tier clients: Accor, Airbus, Areva, Bic, Carrefour, Chronopost, International Olympic Committee, EDF, Lancôme, Lagardère, L'Oréal, Nestlé, PPR Group, SEB Group, Renault, Société Générale, and others. Business Interactif has specialized units, such as Webformance, European leader in search engine optimization, and I Base, a leader in email marketing.

Web site: www.businessinteractif.fr

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