



PUBLICIS GROUPE

PRESS RELEASE

DANIELE BESSIS JOINS PUBLICIS GROUPE AS CEO OF RE:SOURCES WORLDWIDE

Paris, June 28, 2010 – Danièle Bessis has joined Publicis Groupe as CEO of Re:sources Worldwide. In her new position, she will be responsible for driving the global Shared Services Centers in more than 40 countries across three regions: the Americas, EMEA and Asia-Pacific. Danièle Bessis will report to Jean-Yves Naouri, Chief Operating Officer of Publicis Groupe.

Danièle Bessis started her career in 1988 as technical advisor to Roger Fauroux, then French Minister of Industry. In her next function, she was in charge of M&A in the Pechiney Group (1989-1990). She went on to hold a variety of high-ranking positions in International Banking and Finance in the BNP-Paribas Group (1990-1999) before heading Finance and Equity Investments at the AGF insurance company. In 2002, she was appointed CEO of Gras Savoye, an organization she left in 2007 to chair April Group Corporate. Thanks to her extensive experience working with institutions, she was then named President of the SAFIG Group in early 2009. She graduated from *Ecole Polytechnique*, became an engineer in the *Corps des Ponts et Chaussées* (France's prestigious state bridges and roads engineering corps), and was first in her class at *Ecole Normale Supérieure*.

Jean-Yves Naouri said, *"Danièle's experience will allow us to leverage operational synergies in support of our agencies, while upholding the Publicis Groupe code of conduct. The Shared Services organization forms the backbone of Publicis Groupe, and this makes it a key component of our future strategy and a crucial competitive differentiator."*

About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third largest communications group. It ranks as the world's second largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,500 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty, as well as New York-based Kaplan Thaler Group. Media consultancy and buying is offered through the two first ranked worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by the two first ranked Digitas and Razorfish networks. Publicis Groupe launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Denuo, Razorfish, Starcom MediaVest Group and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's specialized agencies and marketing services offer healthcare communications with Publicis Healthcare Communications Group (PHCG, the first network in healthcare communications), sustainability communications and multicultural communications. With MS&LGroup, one of the world's top three PR and Events networks, expertise ranges from corporate and financial communications to public relations and public affairs, branding, social media marketing and events, sports marketing and events.

Web site: www.publicisgroupe.com

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