



PUBLICIS GROUPE

PRESS RELEASE

PUBLICIS GROUPE PHONEVALLEY COLLABORATES WITH MICROSOFT MOBILE ADVERTISING ON CUSTOM MOBILE

***Working with Microsoft, Phonevalley will develop customized mobile solutions
for the world's largest brands***

Paris, France – September 22, 2009 – Publicis Groupe's Phonevalley, the world's leading mobile marketing agency and part of the VivaKi Nerve Center, announced today a strategic agreement to create customized mobile advertising solutions, technology and metrics that will run across Microsoft's mobile web properties, including the Microsoft Media Network, Bing and MSN. The packaged solutions will be available in 14 markets worldwide, including the U.S., the UK, France, Italy, Spain and Germany.

This alliance strengthens the relationship between Microsoft Advertising and VivaKi. It furthermore reinforces the VivaKi strategy to build a market leader in digital communications, in an increasingly mobile world.

Phonevalley and Microsoft Mobile Advertising will work together to design innovative packaged mobile advertising solutions for six industry verticals: luxury, retail, entertainment, automotive, travel and financial services. For example, for an automotive manufacturer the package could include a customized mobile internet site, which would display specific product lines and new cars. The customized site would encourage consumers to visit car dealers through a 'test drive' booking tool and a dealer locator function on the site. To efficiently drive the most qualified audience, the package would take advantage of the innovative ad formats and new targeted mobile media features such as behavioural targeting developed by Microsoft Advertising.

Additionally, by utilizing data from dedicated vertical research and post test results, advertisers can further improve the efficiency and efficacy of their campaigns to better engage with their target mobile audiences.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile, said: "Our mobile alliance strengthens the relationships between Microsoft Advertising and Phonevalley's parent company, Publicis Groupe. It further reinforces VivaKi's strategy to build a market leader in digital communications, in an increasingly mobile world."

Charles Johnson, General Manager at Microsoft Mobile Advertising said: "As mobile advertising becomes more of a mainstream digital advertising medium, our collaborative work will help advertisers plan, execute and measure their mobile campaigns more effectively and ultimately, will enable them to harness the untapped potential of mobile advertising."

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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 agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 43,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and



Marketing Services offer 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 VivaKi

VivaKi is the strategic entity created by Publicis Groupe to leverage the combined scale of its media and digital operations, which represent nearly US \$60 billion in global adspend and influence. VivaKi aggregates the marketplace influence of four autonomous brands, including two global media agencies: Starcom MediaVest Group and ZenithOptimedia; a leading digital marketing agency: Digitas; and a premiere futures practice: Denuo. Sitting at the core of VivaKi is the VivaKi Nerve Center (VNC), which serves as a think tank, R&D center and testing ground to activate new pathways for clients to connect with consumers in an increasingly digital world.

Website: www.vivaki.com

About Phonevalley

Phonevalley is the world's leading mobile marketing agency. Since its acquisition in 2007, Phonevalley operates as Publicis Groupe's mobile marketing agency sitting inside VivaKi, with Alexandre Mars, Phonevalley's CEO, as Head of Mobile for the Groupe.

Recognized as an industry pioneer, Phonevalley provides a full service offer in mobile marketing which spans from mobile media planning and buying, to mobile interactive services (mobile Internet sites, mobile applications, branded content & promotions) and strategic consultancy. Its clients also expand their reach and ROI thanks to Phonevalley's proprietary technological platforms.

Its unrivaled value proposition helps first class brands, such as Hewlett-Packard, L'Oreal, PUMA, Nestle or Procter & Gamble captivate their customers anytime anywhere and engage them in an innovative, meaningful and emotional manner. Phonevalley operates from all regions: Europe, North America and the APAC area.

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