



Phonevalley Named Mobile Agency Of The Year

New-York – December 21, 2009 – Phonevalley is proud to announce today the agency was named Mobile Agency of The Year by MediaPost's OMMA Magazine.

Phonevalley took top honors for work on behalf of clients such as P&G, Kraft, PUMA, RIM, O2 and L'Oreal, and for its strong support to Publicis Groupe's growth in the digital field.

OMMA's Agency of the Year Award celebrates the mobile agency that was able to rise above the rest over the past year; it recognizes the agency responsible for the year's best mobile vision, approach and campaigns. This is the first time ever that OMMA editors reward an agency in the mobile field.

A Gala Awards Show honoring the recipients will be held in New York, the evening of January 11th, 2010.

Apart from Phonevalley, the following agencies have been recognized by the editors of OMMA Magazine:

- R/GA as Agency of the Year for 2009
- Razorfish as the Silver Agency of the Year
- MediaVest as the Bronze Agency of the Year in the Media Buying and Planning category
- AKQA as the Best Creative agency
- iCrossing as the Best Search agency
- Firstborn as the Best Web Design and Development agency
- Crispin Porter + Bogusky as the Social Media agency of the Year.

Phonevalley was also recognized this year with an MMA Global Mobile Marketing Award for its PUMA F1 campaign in China.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile is enthusiastic: "We are honoured to get recognition from OMMA's editors and be named Mobile Agency of the Year. After the pioneering years when we have been leading the market development with forward-thinking brands, this prize means a lot: it not only recognizes our engaging mobile marketing campaigns for all our clients across the world, but it is also to be celebrated by each and every one of our talents within Publicis Groupe, VivaKi and all our agencies for their thought leadership, inspired mobile strategies and results. 2009 has paved the way for engaging and exciting mobile strategies; 2010 will drive and increase mobile reach and revenues".

About MediaPost and OMMA

MediaPost Communications is an integrated publishing and content company whose mission is to provide a complete array of resources for media, marketing and advertising professionals. MediaPost is the holding company for OMMA Magazine.

OMMA stands tall as the only trade magazine dedicated to the business of online media, marketing and advertising. Every month OMMA serves thousands of online advertising professionals who are key media and marketing decision makers purchasing search, email, rich media, behavioral targeting, e-marketing solutions, wireless, interactive tv, ad management solutions, portals, consumer and b-to-b websites, and everything interactive.

More details on the awards:

<http://www.mediapost.com/events/?/showID/OMMAAgencyoftheYear.10.NYC>

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 and Alexandre Mars, Phonevalley's CEO, as Head of Mobile for Publicis 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. Phonevalley is part of Publicis Groupe (Euronext Paris: FR0000130577), 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.

More details on www.phonevalley.com

Press contact

Inès Pauly

ipauly@phonevalley.com

+33 (0)1 73 03 56 37

www.phonevalley.com