

PRESS RELEASE

9th January 2006

ZenithOptimedia and Publicis Groupe announce senior management appointments in Iberia and Latin America

The management of ZenithOptimedia and Starcom today announces the appointment of José-María Casero to a new role as Chairman of all Publicis Groupe Media businesses in Iberia (Spain and Portugal).

Consistent with the global positioning of Publicis Groupe Media, the media brands will retain their own management structures within Iberia. In his new role, José-María Casero will provide supervision and leadership to Zenith, Optimedia and Starcom, seek to develop synergies and to make investments which further strengthen our media capabilities, particularly in the area of diversified services.

Furthermore, ZenithOptimedia has created a second new senior management role with the appointment of Sergio Lorca as the new CEO for Iberia. He will have additional responsibilities as CEO for ZenithOptimedia Latin America (this is also a new role).

Sergio will be based in Madrid but will travel throughout South America. Sergio has outstanding credentials for these roles. Formerly he held positions as Marketing and Marketing Services Manager at Unilever Home and Personal Care and he has also held a number of leadership roles for Initiative Media, including managing their operations in Spain, Portugal and Latin America. Sergio was COO for Initiative EMEA up to early January 2004.

Together with Fernando Rodríguez, CEO of Optimedia Spain, Agustín Casado, CEO of Zenith Media Iberia and Alberto Gost, CEO of SMG Iberia, the new management structure represents one of the most experienced and dynamic management teams in the media sector.

These changes take effect from 9 January 2006.

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