



PRESS RELEASE

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ZenithOptimedia and Starcom win Richemont in Europe, North America, Latin America and the Middle-East

Publicis Groupe media networks ZenithOptimedia and Starcom have been appointed as Richemont agencies for media planning and buying across Europe, North America, Latin America and the Middle East. This follows an intensive review that has been conducted over the past four months in which Publicis-owned ZenithOptimedia and Starcom, Interpublic's Universal McCann and Omnicom's OMD have been the key participants.

ZenithOptimedia will handle Europe and North America while Starcom will service Richemont brands in Latin America and the Middle East. All ZenithOptimedia and Starcom agencies will be coordinated by ZenithOptimedia France who led the international review.

Incumbent agencies were, CIA MediaEdge for Europe, Universal McCann for Americas and Starcom for the Middle East. This appointment does not affect the OMD assignment for Asia, which was not part of the review.

Richemont is one of the world's leading luxury goods groups. Its principal businesses include Cartier, Van Cleef & Arpels, Piaget, Vacheron Constantin, Jaeger-LeCoultre, Baume & Mercier, IWC, A.Lange&Sohne, Officine Panerai, Montblanc, Alfred Dunhill Lancel and Chloé.

The business will transfer to ZenithOptimedia and Starcom effective 1st January 2006.

Steve King, global CEO of ZenithOptimedia, said "We are delighted to have the opportunity to work with Richemont, one of the leading luxury groups. Media is an area of huge opportunity and we look forward to working closely with Richemont brands to take full advantage of the rapidly changing environment."

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