

PRESS RELEASE

25th July 2005

L'Oréal Appoints ZenithOptimedia As European Media Partner

L'Oréal Consumer Products confirmed today that ZenithOptimedia has been appointed as L'Oréal's agency for media planning and buying across 'Grande Europe' comprising 26 countries. This follows an intensive review that has been conducted over the past four months in which Publicis-owned ZenithOptimedia and Interpublic's Universal McCann have been the key participants.

Patrick Rabain, President of L'Oréal Consumer Products, said "L'Oréal makes a very substantial investment in media and it is essential that we generate the greatest possible return. We appreciate the contribution that Universal McCann has made to our business. However, we feel that our future needs will be best served by appointing ZenithOptimedia as our sole partner."

The business will transfer to ZenithOptimedia effective 1st October 2005 and is for an initial period of two years. M. Rabain said "We look forward to enjoying a long-term, successful partnership with ZenithOptimedia."

Steve King, global CEO of ZenithOptimedia, said "We are delighted to be able to extend our working relationship with one of the world's most exciting companies. Media is an area of huge opportunity and we look forward to working closely with L'Oréal to take full advantage of the rapidly changing environment."

This announcement follows a similar review in the US earlier in the year where L'Oréal switched the Maybelline planning and buying out of Initiative Media into ZenithOptimedia to add to its Garnier assignment.

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