

## Press Release

### ZenithOptimedia Announces New Leadership for Central and Eastern Europe and Middle East

ZenithOptimedia today announces new leadership for Central and Eastern Europe and the Middle East region. Andras Vigh, who is currently CEO of ZenithOptimedia Hong Kong but a native of Hungary, will return to the region in order to assume regional management responsibility, taking over from Adri Ulfman. Adri will take on new responsibilities, specifically overseeing the Publicis Groupe Media assets in the ex-CIS region (the former satellite states of the USSR), as well as a broader role within PGM and/or Publicis Groupe.

Steve King, Global CEO of ZenithOptimedia, said: "Central and Eastern Europe is one of the fastest growing regions. With recent significant wins, such as Nestlé and L'Oréal in 2005, we are in a terrific position to capitalise on further opportunities. Andras understands this region extremely well and has already proven his credentials while in Asia. Andras is one of our most talented executives and I believe he will be well suited to this challenging new role.

"Andras takes over from Adri, who has created a tremendous team in the region, which now has a much stronger media offering. We will now look to use Adri's experience in a broader role."

Andras's role as CEO of ZenithOptimedia Hong Kong will be assumed by Chris Skinner, who has been in Asia for over five years and has extensive multi-market international and local client experience. Chris recently joined ZenithOptimedia from OMD.

No fixed date has been agreed for these transitions, although they are likely to be effective from second quarter 2006.

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