



PRESS RELEASE

**Publicis Acquires FusionDM,
A Relationship Marketing Firm in the US**

October 2, 2001 – Publicis announced today that it has acquired the San Francisco-based interactive and direct response agency, FusionDM and will merge it into the San Francisco office of Publicis DialogSM, its holistic communicationsSM agency in the U.S. As part of the merger Publicis Dialog will combine FusionDM with its Publicis Technology unit. The combined staff of over 110 will operate under the Publicis Dialog banner making Publicis Dialog San Francisco the largest Publicis Dialog office in the U.S.

Publicis is committed to a holistic approach to communications that builds brand equity by focusing on the delivery of consistent messages through multiple channels centered around one compelling idea. These channels may include advertising, direct marketing, public relations, sales promotion, investor relations, design or interactive.

FusionDM, managed by Chris Peterson and Thierry Zamora, built its reputation on perfecting the marriage of traditional offline and online communications to create powerful relationship marketing programs for clients like Microsoft Great Plains Business Solutions, Microsoft, United Healthcare, Hewlett-Packard, Peregrine Systems, Nortel Networks, and Inktomi.

Publicis Dialog in the US, the total communications agency of Publicis in the US, employs over 350 people and posts nearly \$50 million in annual revenue. Publicis Dialog unites advertising with public relations, direct marketing, sales promotion, design, investor relations, and interactive marketing. It operates U.S. offices in New York, Chicago, Dallas, Seattle, San Francisco, Salt Lake City, Indianapolis and Boise. Publicis Dialog and Publicis are part of Parisbased Publicis Groupe S.A. (NYSE:PUB), the world's sixth largest communications group. The \$16 billion global company is among the fastest growing in its category and serves the world's leading brands from offices in over 100 countries.

#