



PUBLICIS GROUPE

PRESS RELEASE

Cancellation of 8 million Shares Followed by Equivalent Share Buy-back

Paris, March 13, 2008 - As announced at the time of publication of 2007 full-year results, Publicis Groupe S.A. has cancelled 8 million issued treasury shares on March 11, 2008.

From March 13, 2008, the number of shares in circulation changed as follows: 194,387,354 (the previous number of shares, 202,387,354, less the number of cancelled shares: 8,000,000).

Publicis Groupe S.A., however, has launched a buy-back programme for an equivalent number of shares.

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Publicis Groupe is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

Web Site: www.publicisgroupe.com