



PUBLICIS GROUPE

PRESS RELEASE

Paris, France, January 25, 2012 -- Publicis Groupe regrets that a long-lasting relationship with GM has ended. This Starcom partnership represents less than 0.5% of Publicis Groupe revenue on a full-year basis. We're proud of the insight and high level of professionalism that Starcom has brought to its work on GM's image over the years, and of the support that we've given to GM through many ups and downs. Starcom will serve GM to the end of June.

Although we regret this development, Starcom is working on a great deal of new business and will continue to grow. Publicis Groupe will serve GM on other fronts.

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About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 50,000 professionals.

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