



PUBLICIS GROUPE S.A.

PRESS RELEASE

Paris, October 9, 2003

**PUBLICIS GROUPE CONSOLIDATES ITS BANK CREDIT LINES
WITH A NEW REVOLVING CREDIT FACILITY (CLUB DEAL)**

Publicis Groupe today has mandated ABN AMRO, Bank of America Securities Limited, BNP Paribas, Citibank International Plc and Natexis Banques Populaires, to act as Mandated Lead Arrangers and Bookrunners for a new Euro 700 million 3-year Revolving Credit Facility.

The objectives of this transaction, which has already been announced to the market, are:

- To improve the group's liquidity, and
- To extend the average maturity of existing credit facilities to 3 years

The overall debt level of Publicis Groupe will be unaffected by this transaction.

The syndication process will start next week and will include a targeted group of relationship banks.

Jean-Michel Etienne, CFO of Publicis Groupe said : *" We have been pursuing a very active financial strategy, aiming primarily at improving the group's liquidity, extending the maturity of our debt instruments, reducing debt servicing costs and obviously improving the shape of our balance sheet, in particular after the significant strategic transformations undertaken by the group. "*

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Publicis Groupe SA (Euronext Paris: 13057, NYSE: PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks: Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **media counsel and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: www.publicis.com and www.finance.publicis.com

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