

Publicis Groupe Becomes First Agency Holding Company to Join NYC Media Lab

Groupe-wide Membership Led by DigitasLBi, MRY, Razorfish and VivaKi

New York City, NY – May 16, 2014 – Publicis Groupe [EURONEXT Paris: FR0000130577] (Paris:PUB) announced today that it has joined the NYC Media Lab as a corporate member, becoming the first agency holding company to do so and the Lab's ninth corporate member overall. Securing membership in the Lab was led by Publicis Groupe agencies DigitasLBi, MRY, Razorfish and VivaKi.

"NYC Media Lab is pleased to welcome Publicis Groupe to its community of members," said Justin Hendrix, Executive Director of NYC Media Lab. "Publicis Groupe is the first holding company to join as a corporate member, and we're excited to help them connect with student and faculty talent in design, data science, engineering, and more across NYC's campuses to pursue innovation."

Since the NYC Media Lab's inception in 2010, Publicis Groupe agencies such as DigitasLBi and Razorfish have participated in roundtable discussions and events held by the Lab. As a corporate member, all Publicis Groupe agencies will have the added opportunity of joining the Lab's collaborative research initiatives with fellow members, university faculty and students to uncover new media solutions and solve problems to drive the industry forward.

"The students and faculty members participating in NYC Media Lab offer our agencies added insights, expertise, and ideas that can help us stay ahead of the constant shifts in how people use media and technology," said David Berkowitz, Chief Marketing Officer of MRY. "We are excited to connect with this talent while collaborating across our agencies to further our clients' business goals."

In addition to Publicis Groupe, the NYC Media Lab's corporate members include AT&T, ESPN, HBO, Hearst, NBCUniversal, News Corp, Time Warner Cable and Verizon.

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. We offer the full range of services and skills: digital (DigitasLBi, MRY, Razorfish, Rosetta, VivaKi), creative services (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia) and healthcare communications, with Publicis Healthcare Communications Group (PHCG). Present in 108 countries, the Groupe employs 60,000 professionals.

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Viva la Difference !

About NYC Media Lab

NYC Media Lab connects companies seeking to advance new media technologies with university labs, programs and talent in New York City. Launched by the New York City Economic Development Corporation, New York University and Columbia University, NYC Media Lab is a public-private partnership encompassing all the universities of NYC. NYC Media Lab corporate members include AT&T,

ESPN, HBO, Hearst, NBCUniversal, News Corp, Time Warner Cable, and Verizon. The Lab tackles the big questions facing the media industry today, with the goal of generating research and development, innovation, and talent development. More is at <http://www.nycmedialab.org>.

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