



PUBLICIS GROUPE

PRESS RELEASE

## **PUBLICIS GROUPE ACQUIRES PR AGENCY SCHWARTZ COMMUNICATIONS**

*Move Enhances MSLGROUP, Notably in Technology and Healthcare Communications*

**Paris, France, September 15, 2011** -- Publicis Groupe [EURONEXT Paris: FR0000130577] announced today that it has acquired 100% of Schwartz Communications, a leading independent public relations firm in the United States. The agency will become part of MSLGROUP, Publicis Groupe's strategic communications, public relations and events network. Terms of the transaction were not disclosed.

Founded by Steve and Paula Mae Schwartz in 1990, Schwartz Communications currently has 180 employees in four locations: Boston, San Francisco, Stockholm and London. Schwartz' clients include companies such as Accuray (medical devices), E Ink (IT), ESET (IT), MicroStrategy (IT) and GE Healthcare-Americas. Over time, Schwartz developed expertise in two sectors: technology and healthcare, providing the full range of communications services, with emphasis on public relations, social media, digital content marketing, and public affairs.

This acquisition will add key assets to Publicis Groupe's public relations capabilities, notably in the U.S. where MSLGROUP becomes the largest PR agency in the Boston region, with more than 100 employees. MSLGROUP is also now the second biggest tech agency in the San Francisco region and a major presence on the West Coast, with more than 160 employees in four offices. In the U.S., Schwartz will operate under the name Schwartz MSL. Bryan Scanlon, President of Schwartz, and Ari Milstein, Chief Operating Officer, will run Schwartz MSL, reporting to Jim Tsokanos, President of MSLGROUP Americas. European offices will be integrated immediately into existing MSL operations.

The acquisition of Schwartz Communications illustrates Publicis Groupe's commitment to strengthening its presence in the technology and healthcare communications markets. According to PwC, global spending on healthcare is expected to increase by more than 50% by 2020, while Datamonitor reports that the technology industry is expected to grow by 7.6% annually through 2015.

*"This is an acquisition that will strengthen our network in a number of key fields," said Olivier Fleurot, CEO of MSLGROUP. "The deal also adds to MSLGROUP's existing technology and healthcare practice. Schwartz is a company that perfectly complements our existing skill-set and our geographical strengths."*

*"For innovators of all sizes, Schwartz MSL will be a highly experienced – and now global – partner. Together, we will drive awareness and adoption of breakthrough technologies and treatments that save lives, conserve natural resources and transform businesses and markets," said Bryan Scanlon, President, Schwartz MSL. "The infusion of MSLGROUP's*



*global resources, and our shared passion for storytelling brings clients incredible reach, scale, and a vast array of integrated services for engagement in the digital age.”*

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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.

**Web:** [www.publicisgroupe.com](http://www.publicisgroupe.com) | **Twitter:** [@PublicisGroupe](https://twitter.com/PublicisGroupe) | **Facebook:** [www.facebook.com/publicisgroupe](https://www.facebook.com/publicisgroupe)

#### **About Schwartz Communications**

Schwartz Communications, Inc. is one of the largest independent public relations agencies in the U.S. focused on emerging technology, healthcare, cleantech and service companies. Known throughout the technology and venture capital world for its results-driven blend of strategic programs and exceptional media relations, Schwartz offers a full range of strategic communications services, blending both traditional media relations, public affairs, and new online media PR tools and offerings such as social media, digital content creation, and search marketing. Schwartz currently has approximately 180 employees, with headquarters in Waltham, Massachusetts, and additional offices in San Francisco, Stockholm and London.

**Website:** <http://www.schwartzcomm.com> / **Twitter:** [@SchwartzComm](https://twitter.com/SchwartzComm)

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