



PRESS RELEASE

Contact:

Betsy Lane, Vice President, Marketing
Publicis Messaging Group
(609) 896-4704
Betsy.Lane@pSellingSolutions.com

For immediate release

Publicis Healthcare Communications Group Reorganizes Messaging Divisions

Rick Keefer Heading Newly Formed Group

NEW YORK, NY – February 2, 2009 – Publicis Healthcare Communications Group—one of the largest healthcare communications groups worldwide—today announced the formation of a new messaging group within the company that will be led by Rick Keefer. Publicis Healthcare Communications Group is a member of Publicis Groupe SA.

The new Publicis Healthcare Communications Messaging Group will strategically align the Group's messaging companies—Publicis Selling Solutions, Scientific Voice, Pharmagistics, and Arista Marketing Associates—under one strategic group. The establishment of this new organization will allow Publicis Healthcare Communications Group to provide a full spectrum of multi-channel messaging solutions to virtually all of biopharma's key customers.

Rick Keefer will be heading the new Publicis Healthcare Communications Messaging Group as President and will be responsible for the overall leadership of the Group. Rick is an industry veteran who began his thirty-year career at A.H. Robins Company. Subsequently, Rick held progressively larger pharmaceutical sales leadership roles at Wyeth-Ayerst Laboratories and Pharmacia before moving on to serve as the head of Group Operations and General Management at Biovail for the US and Canadian markets. Rick joined Publicis Groupe in 2006 as Chief Operating Officer, Publicis Selling Solutions, and in 2008 was promoted to President and CEO.



In addition to the current Publicis Selling Solutions leadership team, Laura Lynner, Managing Director, Scientific Voice; Roseanne Branciforte, Managing Director, Pharmagistics; and Christine Student, Managing Director, Arista will be reporting to Rick Keefer.

“Aligning our messaging divisions under the central leadership of Rick Keefer will help us to uniquely provide our healthcare clients with comprehensive multi-channel messaging solutions for all of their key customers,” stated Nick Colucci, President and CEO of Publicis Healthcare Communications Group. “Our clients are increasingly looking for new and innovative ways to reach their customers more effectively and efficiently. This new Messaging Group will allow us to provide strategically integrated solutions and synergies to our clients. Rick has led Publicis Selling Solutions to new heights and he will bring his significant expertise and leadership to this new group.”

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: www.PublicisHealthcare.com

Publicis Groupe (Euronext Paris: FR0000130577) 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, from advertising, 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 (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications. Website: www.PublicisGroupe.com

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