



PRESS RELEASE

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For immediate release

**Rick Keefer, President and CEO of
Publicis Strategic Solutions Group,
to Present at Medical Affairs Leadership Conference**

Lawrenceville, NJ—April 21, 2009— Rick Keefer, President and CEO of Publicis Strategic Solutions Group, a division of Publicis Healthcare Communications Group, will be featured at the Fifth Annual Scientific Advantage Medical Affairs Leadership Conference, which will take place on May 5 and 6 at the Bridgewater Marriott in Bridgewater, NJ. Publicis Healthcare Communications Group is a member of Publicis Groupe SA.

The conference, “The Pharmaceutical Eclipse: Clinical Risk, Reward and Opportunities While Managing During the Dark Side of the Economy,” will bring together pharmaceutical leaders to discuss the most important trends and best practices in medical affairs, medical science liaison, regulatory, and other dynamic areas.

Mr. Keefer will present, “Higher Quality Message Execution: The New BioPharma Reality,” on May 5. The presentation will begin with a review of changing physician preferences, featuring the results of a recent survey of physicians conducted by Sermo on behalf of Publicis Strategic Solutions Group. Especially in today’s tough economic times, finding innovative solutions that can harness the potential synergy between a product’s commercial potential and medical affairs clinical foundation are critical. From that baseline, Keefer will discuss several important components of an emerging new sales and marketing model, including strategic partnership alliances, closed loop marketing, and the role of Medical Science Liaisons.

Publicis Strategic Solutions Group (PSSG) aligns four high-performing Publicis message delivery companies—Publicis Selling Solutions, Scientific Voice, Pharmagistics, and Arista Marketing Associates—under one cohesive leadership team. PSSG provides a comprehensive

array of multi-channel message delivery solutions—from field teams to virtual representatives, and from speaker bureau management to sample compliance. More importantly, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to match any product situation from prelaunch to late life cycle.

About Publicis Strategic Solutions Group

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Websites: www.pSellingSolutions.com, www.ScientificVoice.com, www.Pharmagistics.com, www.AristaMktg.com

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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