



PRESS RELEASE

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For immediate release

Laura Lynner Appointed Chief Operating Officer of Publicis Strategic Solutions Group

LAWRENCEVILLE, N.J.—August 11, 2009—Publicis Strategic Solutions Group—a leading provider of multichannel message delivery solutions for the life sciences industry—has announced that Laura Marsh Lynner has been named Chief Operating Officer. Previously, Laura was Executive Vice President and Managing Director of Scientific Voice. Publicis Strategic Solutions Group is a division of Publicis Healthcare Communications Group.

Lynner is responsible for the day-to-day operations of the recently formed Strategic Solutions Group, which aligns Publicis' key message delivery companies—Publicis Selling Solutions, Scientific Voice, Pharmagistics, and Arista Marketing Associates—to provide a full spectrum of multichannel message delivery solutions to the life sciences industry.

She reports to Rick Keefer, Group President and CEO, and will have responsibility for technology, data and analytics, new product development, corporate alliances, and communications. In addition, she has direct oversight of Scientific Voice and Arista. New management for Scientific Voice will be named in the near future.

Keefer said, "Laura brings a wealth of expertise and strong leadership to the Group." He continued, "As the industry is transforming to meet the challenges of the new biopharma marketplace, we are strategically aligning our businesses to better serve our clients' needs. Laura will play a key role in guiding our new group and further integrating our message delivery solutions in meeting our customers' needs for efficiency, flexibility, and innovation."

Ms. Lynner started her career in chain drug sales for Unilever. After broadening her skills in positions of increasing responsibility at several companies, she founded a consumer healthcare publishing company, where she launched two controlled-circulation publications targeted at expectant and new parents. Subsequently, the company and its titles were purchased by the *New York Times*, where Laura relaunched one of the *Times*' existing titles targeted to women and late-stage pregnancy. From the *Times*, she joined Grey Direct as Executive Vice President, Operations. Returning to her



healthcare calling, Lynner moved to The Medical Education Company in 1997. In 2002, she joined Publicis Healthcare Communications Group as Managing Director of Scientific Voice, and led a successful re-engineering and relaunch of the company.

Lynner sits on the boards of organizations dedicated to breast cancer support, and writes children's books for families dealing with cancer. Lynner said her experiences as a two-time breast cancer survivor have provided her with many gifts that have greatly enriched her career and life journey.

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For business inquiries, please contact Chris Dowd, EVP Business Development, at (609) 896-4764 or email Chris.Dowd@pSellingSolutions.com.

About Publicis Strategic Solutions Group

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 multichannel 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. 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. These include advertising, through three autonomous global advertising networks—Leo Burnett, Publicis, and Saatchi & Saatchi—and two multi-hub networks—Fallon and 49%-owned Bartle Bogle Hegarty; media consultancy and buying, through two worldwide networks—Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing, led by Digitas; and 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