

Paris, April 6th 2004, 5.30 pm

Press release

ARNOLD WORLDWIDE PARTNERS:

- **AGREEMENT TO SELL 75% OF WCRS TO ITS MANAGEMENT,**
- **THE AGENCY REMAINS ARNOLD'S LEADING AGENCY IN THE UK**

Arnold Worldwide Partners today announced the signature of an agreement with the management of WCRS, its London-based agency, for a management buy-in (75% investment). The terms of the deal stipulate that Arnold Worldwide Partners will retain 25% of the agency, and WCRS will remain the UK agency for the division. The contract is effective as from April 1st 2004.

This agreement reflects a mutual desire to develop the interests of both WCRS and Arnold Worldwide Partners, by allowing the management to buy into the agency and Arnold Worldwide Partners to retain a significant minority stake. Both parties believe that this deal will spur WCRS forward to achieve greater success and mean that Arnold has as strong a partner as possible in the crucial UK market.

Arnold Worldwide Partners (AWP) is a division of Havas composed of advertising and integrated communication agencies. Strategically located in 8 key geographies (US, Canada, UK, France, Spain, Italy, China, Australia), AWP is led by Arnold Worldwide (based in Boston, Massachusetts), which is recognized as one of the most creative agencies both in the US and globally by such authorized sources as the "Gunn Report" or "Creativity Magazine".

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