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EURO RSCG WORLDWIDE LAUNCHES EURO RSCG 4D

New Brand To Integrate All Euro RSCG's Global Marketing Services Capabilities

New York, New York, April 1, 2004 — As part of its ongoing Power of One integration strategy, Euro RSCG Worldwide today announced the formation of Euro RSCG 4D: the agency's global marketing services and digital brand.

Euro RSCG 4D is created by combining Euro RSCG Marketing Services and Euro RSCG Interaction companies, along with the new agencies that joined Euro RSCG during the September 2003 Havas reorganization, such as Euro RSCG Skybridge, EHS Brann, Brann Worldwide, and NRS. Euro RSCG 4D will be led by George Gallate, an Executive Vice President of Euro RSCG Worldwide, and the current Global CEO of Euro RSCG Interaction. Gallate is also Global Brand Director on Intel, and will continue to run the business in addition to his new responsibilities. As the CEO of Euro RSCG 4D, Gallate will be responsible for the leadership and development of Euro RSCG's marketing services capabilities as well as client business development.

In the UK, Euro RSCG Worldwide has a number of very strong individual companies that are acknowledged leaders in their fields (EHS Brann, Euro RSCG KLP, Euro RSCG Bounty, Euro RSCG Skybridge and Euro RSCG Interaction). These companies will retain their individual brands but will now be part of Euro RSCG 4D.

Headquartered in New York, Euro RSCG 4D will integrate all the agency's global marketing services capabilities into four broad strategic service offerings: Direct (CRM, DRTV, direct marketing), Digital (interactive), Drive (promotion, event, retail, channel, design, merchandising and brand experience), and Data (modeling and analysis). Euro RSCG 4D will have over 700 clients; key clients include Intel, Peugeot, Carrefour, Diesel, Reckitt Benckiser, Diageo, and Citigroup. The Euro RSCG 4D brand will combine 118 offices, 45 businesses, 42 countries, and be made up of over 5,000 employees.

"The decision to create Euro RSCG 4D is consistent with our commitment to present clients with Creative Business Ideas[®]—transformational ideas that will drive profitable business growth," said Jim Heekin, Chairman and CEO of Euro RSCG Worldwide. "Reorganizing our company over the last 24 months into fully integrated 'Power of One' local organizations was the first step in facilitating this goal. Launching Euro RSCG 4D as a truly integrated global marketing services network is the logical next step. It will not only make it easier to create and execute impactful integrated marketing programs, it will also make us easier for clients to buy locally, regionally, and globally. I have the utmost confidence in George and his team to leverage our superb resources in this area."

Gallate added, "This change is the result of client demand. They want more effective integration of their brand messaging, but they also need more accountability in their marketing communication. It's about delivering the right message, to the right people, in the right place, and at the right time—to drive profitable growth. And to accomplish that, we must offer clients a full spectrum of marketing capabilities, both online and offline. We are uniquely resourced to deliver this. Euro RSCG 4D is a 'best of breed' agency that will apply a customer and ROI-focused approach to accountable marketing programs. By aligning under the Euro RSCG 4D name, we give clarity to our network brand while continuing to leverage the equity of the most recognized, individual brands in their discipline. We have a strong and successful history in direct and digital marketing, working for many of the world's

leading brands, a strength in promotional marketing, a data operation that integrates our capability and provides an accountable marketing platform.”

Agencies becoming part of Euro RSCG 4D include: Euro RSCG Interaction, Euro RSCG Brann, EHS Brann, Euro RSCG Circle, Euro RSCG Marketing Services, Field Force Group, Euro RSCG Human-i, The Sales Machine, Euro RSCG Marketing Services, Euro RSCG Marketing House, Euro RSCG Bounty, Euro RSCG KLP, Euro RSCG Skybridge, Euro RSCG ASL, Euro RSCG Impact, Euro RSCG Tyee MCM, NRS, Euro RSCG Active/Strikeforce, Ascii Direct, Integrated Options, Euro RSCG Dialog, and Dorfer Relationship Communication.

Euro RSCG 4D is the world’s largest **Direct** and **Digital** agency network, with unparalleled sophistication in the ability to **Drive** brand experience and sales through promotion, merchandising, channel, field and experiential marketing, all built on an intelligent approach to **Data** that produces original insight, as well as accountable results. Only one worldwide group brings all these disciplines together in one comprehensive marketing approach with scope and scale of Euro RSCG 4D.

Euro RSCG Worldwide, a leading integrated marketing communications agency, is made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, and Asia Pacific. Euro RSCG provides advertising, marketing services, corporate communications, and interactive solutions to global, regional, and local clients. The agency's client roster includes Airbus, Air France, Aventis, Cap Gemini, BNP Paribas, Danone Group, Intel Corporation, LVMH Louis Vuitton, MCI, PSA Peugeot Citroen, Polaroid, Reckitt Benckiser, and Volvo. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (NASDAQ: HAVS – Euronext Paris SA: HAV.PA).

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