

FOR IMMEDIATE RELEASE

## **CHARLES SCHWAB CHOOSES EURO RSCG WORLDWIDE**

### **Euro RSCG New York to Handle Brand and Retail Advertising**

New York, New York, December 1, 2004 — Euro RSCG New York today announced that it has been selected by Charles Schwab, one of the nation's largest financial services firms, as its full-service advertising agency.

Euro RSCG New York will handle Schwab's national brand and retail advertising account, providing marketing strategy, creative execution as well as integrated marketing services for the firm. A new advertising campaign is planned for early 2005.

David Jones, CEO of Euro RSCG New York, who led the agency's pitch, said, "This is a very exciting, major win and we are delighted to welcome Charles Schwab to our client roster. We will partner with this iconic financial services brand to tell its phenomenal story, leverage its power across all communications channels, and propel its growth and success. They have a tremendously accomplished marketing team and we look forward to working with them."

In making its decision Charles Schwab cited Euro RSCG New York's breakthrough creative thinking based on powerful consumer insights; unique fully-integrated approach to communications and track record for building category-leading brands.

Becky Saeger, Executive Vice President, Brand Management and Marketing Communication for Charles Schwab, said, "We are confident Euro RSCG has the vision, strategic and creative depth to help us build upon our foundation as a leading brokerage, take our brand communications efforts to the next level and capture the attention and imagination of individual investors."

The Charles Schwab Corporation (NYSE / Nasdaq: SCH), through its operating subsidiaries, provides securities brokerage and financial services to over 7 million individual investor accounts with more than \$1 trillion in client assets. Schwab delivers an innovative model of financial services designed to empower the individual investor and the independent investment advisors who serve them.

Euro RSCG Worldwide New York has experienced positive forward momentum in 2004 with major new business wins that include: GlaxoSmithKline's Advair, the leading asthma medication, the company's largest DTC drug; Schering-Plough's Claritin, allergy medication;



Novartis' Nicotinell, an anti-smoking gum which ranks among the company's five global brands; and Dos Equis Beer from Heineken USA.

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, Capgemini, Danone Group, Intel Corporation, LVMH Louis Vuitton, MCI, Polaroid, PSA Peugeot Citroën, 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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