

MPG

MEDIA PLANNING GROUP

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For Immediate Release

MPG SPAIN RETAINS THE DAEWOO ACCOUNT

For the tenth year running, Daewoo Motor Iberia chooses Media Planning Group to manage its advertising budget

- *After ten years working together, Daewoo Motor Iberia entrusts its media planning strategy to MPG.*
- *MPG has been a strategic partner to Daewoo during its phase of introduction and maturing in the Spanish marketplace.*

London – Feb 26, 2004 – MPG (Media Planning Group), the media division of Havas, a world leader in communications, is pleased to announce that it has retained THE **DAEWOO** account in Spain. Daewoo Motor Iberia S.A. has once again chosen Media Planning Group to manage its media planning and buying during 2004. MPG is the number one agency in the Spanish market.

Media Planning Group has worked closely with Daewoo Motor España since the brand established itself in Spain, ten years ago now, on a basis of trust and solid mutual interaction. MPG has been a strategic partner to Daewoo during its phase of introduction and maturing in the marketplace, and it will be continuing to offer the

best media strategy, enabling Daewoo to consolidate as one of the brands with greatest projection in the ambit of Spain.

“Media Planning Group’s competitiveness, professionalism and good work over these ten years have been decisive factors in making this decision” said Aurelio Suero, Marketing Director of Daewoo Motor Iberia. “We are confident that Media Planning Group will continue to give maximum support to the work it does on behalf of our brand”.

“It is immensely gratifying to us that customers such as Daewoo Motor Iberia keep choosing us after 10 years. The trust placed in us is a reward for our work and the constant search for the strategies that best suit Daewoo” added José María Frigola, Chief Executive Officer of Media Planning España.

About Media Planning Group (MPG)

Media Planning Group (MPG), the global media network of Havas, offers communications and media strategy and management services to a wide range of international clients. MPG is a top ten media agency in all the world’s most important markets, and among the top ranked firms in southern Europe and Latin America. Following three years of successful strategic geographic expansion, MPG today offers integrated and comprehensive global media services in more than 50 markets worldwide.

MPG’s range of services includes media planning and buying, market research and efficiency measurement, strategic communications development, sports marketing, and interactive and online advertising. MPG also serves its large roster of blue-chip clients via its specialty networks: Media Planning, Media Contacts, Arena and other specialist divisions.

MPG’s marketing communications and media expertise make key contributions to its clients’ business success. It helps them maximize sales and brand equity while simultaneously optimizing their advertising investments and minimizing costs. MPG’s proprietary tools, sharper strategy and global network consistently prove to its clients that “media makes a difference” to their bottom line.

To learn more about MPG, please visit our website at www.mpg.com

About Havas

Havas (Euronext Paris: HAV.PA; Nasdaq: HAVS) is a global communications group. Headquartered in Paris, Havas has three principal operating divisions: Euro RSCG Worldwide which is headquartered in New York, Arnold Worldwide Partners in Boston, and Media Planning Group in Barcelona. A multicultural and decentralized group, Havas is present in 75 countries through its networks of agencies located in 47 countries and contractual affiliations with agencies in 28 additional countries. The Group offers a broad range of communications services, including traditional advertising, direct marketing, media planning and buying, corporate communications, sales promotion, design, human resources, sports marketing, multimedia interactive communications and public relations. Havas employs approximately 17,000 people. Further information about Havas is available on the company's website: www.havas.com