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**EURO RSCG INTERACTION NAMED #1 GLOBAL INTERACTIVE AGENCY
BY ADWEEK MAGAZINE**

New York, New York, February 25, 2004 – Euro RSCG Interaction has been named the #1 Global Interactive Agency of the Year by leading U.S. trade magazine *Adweek*. This is the third year in a row that the agency has won this award.

Euro RSCG Interaction is composed of over 1,200 employees managing over 400 ongoing client relationships, and was launched in 1998 under the leadership of George Gallate, Executive Vice President and Global Managing Director, Euro RSCG Interaction. The agency is focused on digital interactive marketing, using the optimum combination relationship marketing and digital techniques to connect brands and buyers, build relationships and drive results. Euro RSCG Interaction's areas of expertise include consulting, strategy and planning, creative, digital production, entertainment and third party content, e-commerce, online brand building, database analysis and management, relationship marketing, and interactive TV.

Jim Heekin, Chairman and CEO of Euro RSCG Worldwide said, "Integrated digital media is at the core of what we do as an agency network, and George has done a phenomenal job leading Euro RSCG's work in this important area. George is also a recipient of Euro RSCG's Star Award, which recognizes outstanding work, team effort, and collaboration. I congratulate George and the Euro RSCG Interaction team for this accomplishment."

"This excellent news points to what we already know and practice at Euro RSCG Interaction: Gaining a clear and concise approach to branding, building relationships online, and demonstrating maximum return in effectiveness and efficiency," said Gallate. "It is becoming a key differentiator for clients: Already this approach to integration has delivered extraordinary results for our clients around the world, including Intel, Nokia, and Diesel."

With a network of 45 offices in 26 countries, Euro RSCG Interaction is the largest interactive agency in the world. Euro RSCG Interaction combines consulting and management with creativity and technology to create, implement, and manage world-class interactive solutions for its clients. From websites to WAP, e-commerce to eCRM, Euro RSCG Interaction provides integrated business solutions to some of the world's leading brands, including Intel, Nokia, and Volvo. Headquartered in New York, Euro RSCG Interaction is part of Euro RSCG Worldwide.

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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