



From: MPG (Media Planning Group)
Commonwealth House
1-19 New Oxford Street
London WC1A 1NQ

Contact: MPG Global
Joana Noronha
Global Communications Manager
+44 207 393 2504
joana.noronha@mpg.com

MPG USA
Tom Siebert
V.P., Corp. Communications
646-578-5163
thomas.siebert@mpg.com

Effective immediately

MPG SPAIN WINS THE DIAGEO ACCOUNT

London – Feb 16, 2004 - MPG, the media division of Havas, a world leader in communications, is pleased to announce that it has won the **DIAGEO** account in Spain for its whole range of products, which includes brands such as J&B scotch, Baileys Irish Cream, Cacique rum, Smirnoff vodka, Cardhu Pure Malt or Gordon's and Tanqueray gin, amongst others.

MPG, the leading agency in the Spanish market, will be working with the **Diageo España** marketing team on strategy, planning and purchase of media in its different formats: outdoor, television, press, cinema, etc...

The adjudication is effective immediately and will be managed by a dedicated team in Media Planning's Madrid office, a division of the Media Planning Group.

The pitch attracted the participation of different media agencies, such as Equimedia, Starcom, Mindshare and Media Planning Group. Until now, **Diageo España's** media account was split between MPG and Equimedia.

Harvey Purchase, Marketing Director for Diageo España, indicated that *"in choosing Media Planning Group, the strategic approach, creativity and capacity for innovation applied to our*

brands' objectives and in the search for efficiency have been particularly valued". Purchase also added: "We are highly satisfied with the choice of Media Planning".

José María Frigola, CEO for Media Planning España, added that *"this new stage of working with Diageo is a great opportunity to bring in integral, innovative solutions. Thanks to Diageo's confidence in our group, we can continue developing and planning effective, customised strategies for blue-chip brands such as Diageo España".*

About Diageo España

Diageo España is one of the top advertisers in this country, both outdoor and in magazines and Sunday supplements. Over its last financial year, it invested a total of 121 million Euros on advertising and promotion for all its brands, including J&B and Johnnie Walker scotch whiskies, Cacique rum, Baileys, "Cardhu Pure Malt" and Knockando single malt whiskies, Smirnoff vodka, José Cuervo tequila, Gordon's and Tanqueray gin, or Four Roses bourbon.

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