

FOR IMMEDIATE RELEASE

**SANDISK CORPORATION APPOINTS EURO RSCG SAN FRANCISCO  
AGENCY OF RECORD**

San Francisco, CA, February 10, 2004 – Euro RSCG in San Francisco has been selected by SanDisk Corporation, the Sunnyvale, California-based leader in flash memory cards. The agency will be responsible for leading SanDisk's global advertising and marketing services efforts, via the Euro RSCG network. Euro RSCG will be launching SanDisk's first major advertising effort in the U.S. and other key global markets in late Q1/early Q2.

The addition of SanDisk to Euro RSCG's roster along with significant gains from existing clients completes a year of solid growth for the San Francisco agency under the management of Doug Penman, Creative Director, and Kim Kline, Director of Client Services. Competing agencies for the SanDisk business included TBWA/Chiat/Day San Francisco and Hill Holiday.

Ron Berger, CEO of Euro RSCG MVBMS Partners said, "We gave SanDisk the confidence that great creativity can add value to the company's business, and are proud to work with SanDisk to build this important category through integrated Power of One thinking and Creative Business Ideas®."

Added Kline, "The proliferation of digital devices—which has really only just begun with digital cameras—is mind-blowing. But what most consumers don't have is a general understanding/appreciation of the memory that lives inside those products. The products that exist and lack of branding in the category are a huge opportunity for us."

"We were looking for an agency we could begin a long term partnership with, one that not only had the infrastructure a global business requires, but also a real creative energy in their work and their team. Euro RSCG had it," said Judy Hoffmann, Manager of Marketing Communications, SanDisk.

Euro RSCG MVBMS Partners is based in New York, with offices and operating units in San Francisco, Berwyn (Pennsylvania), Westport and Wilton (Connecticut), Boston, Washington, D.C., Mineola (New York), Amsterdam, London and Paris. The agency provides integrated solutions for some of the world's most forward-thinking companies, including Intel Corporation, Volvo, MCI and New Balance. Its clients are leaders in virtually all major categories, from fashion to financial services, technology to health sciences.

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).

SanDisk, the world's largest supplier of flash memory data storage card products, designs, manufactures and markets industry-standard, solid-state data, digital imaging and audio storage products using its patented, high density flash memory and controller technology. SanDisk is based in Sunnyvale, CA.

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