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PRESS RELEASE

**VONAGE® APPOINTS ARNOLD WORLDWIDE AND MPG FOR
\$75 MILLION INTEGRATED CAMPAIGN**

Havas' Arnold Worldwide has been named the agency of record for Vonage, a privately-held company based in Edison, NJ which is the leading provider of Voice over Internet Protocol (VoIP) telephone service. The winning pitch was a collaborative effort with sister media agency MPG, its interactive division Media Contacts, and Arnold One, Arnold's interactive and direct marketing division, headed up by Matt Lindley, SVP/Creative Director, and Greg Johnson, SVP/Director. The "offline/online" team presented, and will implement, a fully-integrated campaign to build the brand through customer acquisition vehicles. Budget is estimated at \$75 MM, with approximately half of that earmarked for online spending.

"We are excited about this win for many reasons," says Fran Kelly, president, Arnold NY. "First, Vonage is leading the way in state-of-the-art technology that vies for market share from the biggest telecommunications names in the business. All the big phone providers are just now entering the fray while Vonage has been aggressively making strides in what can potentially replace traditional land-line service. This account also represents Arnold's forward-thinking approach, which is media neutral and measurable to address client objectives."

The win brings the telecommunications category back into the Arnold roster of clients since representing Verizon three years ago.

As the number one VoIP provider in the country, Vonage has grown its user base to more than 300,000 in only two years. *"We are excited about working with Arnold to extend our worldwide leadership in broadband phone service,"* says Jeffrey A. Citron, chairman and CEO, Vonage. *"Arnold's unified team presented a superb level of creativity, fresh thinking, online and offline marketing strength, and media planning and buying prowess, making them the most impressive contender."*

The review commenced three months ago with 20 leading agencies and was narrowed to three finalists last week: Lowe in New York with Avenue A/Razorfish in Seattle, Carat in New York (which had been the media incumbent; Korey Kay & Partners had handled creative) and Arnold. The program will be an "experimental mix" of direct response TV, radio, print, outdoor and interactive advertising.

The account is Arnold Worldwide's 10th major win of the year, adding to Pfizer's Relpax, Tyson Foods, Timberland, Goodyear Tire, Houlihan's Restaurants and the renewal of the \$100 million Fidelity Investments business, among others.

About Arnold

Arnold Worldwide is the headquarters of Arnold Worldwide Partners, a global network owned by Havas (Nasdaq: HAVS, Euronext Paris: HAV.PA). Arnold Worldwide represents one of the lead agencies in the system, with four full-service offices in the U.S.: the Boston headquarters, New York, Washington D.C. and St. Louis as well as seven additional service offices. Globally, Arnold Worldwide Partners consists of 17 offices in eight countries, which include the four full-service U.S. operations. Named the second most awarded agency in the world by *Creativity* magazine, Arnold Worldwide has received the Grand Prix at the International Festival in Cannes, top honors at the International ANDY Awards, and been a consistent annual winner of Clios, EFFIEs, Obies and One Show awards.

About Vonage®

Vonage is redefining communications by offering consumers and small businesses an affordable alternative to traditional telephone service. The fastest growing telephony company in North America, Vonage's service area encompasses more than 1900 active rate centers in over 125 North American markets. Vonage is sold directly through www.vonage.com and retail partners such as Amazon.com, Buy.com, RadioShack, Best Buy, Circuit City, Staples and Office Depot. Wholesale partners such as EarthLink, ARMSTRONG®, Advanced Cable Communications and the Coldwater Board of Public Utilities resell the Vonage broadband phone service under their own unique brands. With more than 300,000 lines in service, Vonage continues to add more than 25,000 lines per month to its network. Over 5 million calls per week are made using Vonage, the easy-to-use, feature-rich, flat rate phone service. Vonage is headquartered in Edison, New Jersey. For more information about Vonage's products and services, please visit www.vonage.com or call 1-VONAGE-HELP. Vonage® is a trademark of Vonage Holdings Corp.

About MPG

MPG (Media Planning Group) is the global media network of Havas, the worldwide marketing communications group. MPG provides media planning, buying, strategic consulting and interactive services for a wide range of blue-chip clients. MPG has offices in 56 countries, with more than 2,000 media professionals working in a wide range of disciplines. MPG is a leader in North America and market leader in major European markets and Latin America. MPG USA units include MPG/Arnold, MPG Direct, MPG Diversity, Media Contacts and MPG Entertainment. MPG USA headquarters are located at 195 Broadway in New York City. To learn more about MPG USA and our global operations, please visit our website at www.mpg.com.

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