



Suresnes, October 25, 2004

PRESS RELEASE

**SANOFI AVENTIS APPOINTS HAVAS AS ITS SECOND AGENCY OF RECORD, AND NOW RANKS WITHIN HAVAS TOP FIVE CLIENTS**

**EURO RSCG LIFE WINS GLOBAL ASSIGNMENT FOR THROMBOSIS TREATMENT LOVENOX**

**EURO RSCG LIFE GAINS ADDITIONAL INTERNATIONAL BUSINESS FOR LEADING DIABETES DRUGS, LANTUS AND APIDRA**

Sanofi-Aventis, the leading pharmaceutical company headquartered in France, has awarded Euro RSCG Life the global advertising account for the thrombosis treatment Lovenox and for Lantus and Apidra diabetes treatment.

The assignment to Euro RSCG Life, under the leadership of Ron Pantello and Michel Nakache, includes advertising, medical education, public relations, medical DTC and interactive in 60 countries including the 12 major markets worldwide. Terms of the agreement were not disclosed.

Alain de Pouzilhac, Chairman and CEO of Havas declared, *"We are thrilled to expand our working relationship with the leading French pharmaceutical company in the world. It's a tribute to Havas' agencies creative capabilities, global reach and ability to execute plans, under the responsibility of Jim Heekin, Chairman and CEO of Euro RSCG Worldwide, and Ron Pantello, CEO of Euro RSCG Life."*

*"This win validates our strong and long relationship with Sanofi Aventis. We look forward to partnering with them to put our expertise in developing unified, consistent educational and promotional programs worldwide into action"* said Ron Pantello.

## **About Havas**

Havas (Euronext Paris: HAV.PA; Nasdaq: HAVS) is a global advertising and communications services 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 88 countries through its networks of agencies located in 45 countries and contractual affiliations with agencies in 43 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 15,000 people. Further information about Havas is available on the company's website: [www.havas.com](http://www.havas.com)

## **About Euro RSCG Life**

Euro RSCG Life is part of Euro RSCG Healthcare, the world's third-largest healthcare network, with key clients including Novartis, Pfizer, and Wyeth.

## **About Sanofi-Aventis**

The Sanofi-aventis Group is the world's 3rd largest pharmaceutical company, ranking number 1 in Europe. Backed by a world-class R&D organization, Sanofi-Aventis is developing leading positions in seven major therapeutic areas: cardiovascular disease, thrombosis, oncology, diabetes, central nervous system, internal medicine, vaccines. The Sanofi-aventis Group is listed in Paris (EURONEXT: SAN) and in New York (NYSE : SNY).

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