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*PRESS RELEASE*

## **HAVAS UNITES MPG MEDIA AGENCIES UNDER THE UMBRELLA OF HAVAS MEDIA**

Havas announced today that it is uniting MPG media agencies under the umbrella of Havas Media.

Havas Media includes MPG (Havas Media's global network), Arena (Havas Media's network for tailor-made communications services), Media Contacts (Havas Media's online and digital network), Havas Sports (Havas Media's sports marketing specialists) and B6 Integrated Entertainment (Havas Media's branded entertainment network).

After an intense period of growth for the MPG network now represented in 93 countries, this regrouping under the name of Havas Media has simplified the existing structure. Havas Media's objectives will include leveraging global synergies and cultivating specialist capabilities, providing effective and integrated communications solutions for clients.

Alfonso Rodés Vilà, CEO of Havas Media, comments: *"This move demonstrates Havas's continued commitment and support to the media expertise within the Group. This umbrella brand is a proactive response to an intense decade of organic growth within MPG and its related companies. Ultimately, it's about adopting a simple yet dynamic structure that will allow us to relate to our clients with flexibility and speed so that we can leverage the revolution in the media environment."*

## **About Havas**

Havas (Euronext Paris: HAV.PA) 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 more than 75 countries through its networks of agencies and contractual affiliations. 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 14,400 people.

Further information about Havas is available on the company's website: [www.havas.com](http://www.havas.com)

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