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PRESS RELEASE

ARNOLD BOSTON / NITRO LONDON APPOINTED AS NEW GLOBAL ADVERTISING PARTNER FOR VOLVO CAR CORPORATION

After a competition between four international agencies including Euro RSCG; 180 based in Amsterdam, Netherlands; Fallon in Minneapolis and London, and Arnold Boston / Nitro London, Arnold Boston / Nitro London has been awarded the Volvo global account. Euro RSCG will retain the digital and marketing services account and will remain their agency in Asia and Latin America.

The Arnold Boston / Nitro London team will be globally led out of Arnold's Boston office. The team's first assignment will be the creation of the upcoming global launch campaigns for the all-new V70 and XC70, the two models which were presented earlier this year at Geneva Motor Show.

About Havas

Havas (Euronext Paris: HAV.PA) is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two worldwide networks, Euro RSCG Worldwide headquartered in New York and Havas Media in Barcelona, and through Arnold Worldwide Partners. 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

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