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**Euro RSCG Worldwide Named Largest Global Advertising Agency
For Fourth Year in a Row**

NEW YORK, December 9, 2009 -- Euro RSCG Worldwide has been named the largest global advertising agency for the fourth year in a row, as measured by total number of global accounts, according to the 2009 *Advertising Age* Global Marketers Report. Euro RSCG Worldwide maintained its top position in large part due to its continued success in adding global business. Most recently the agency added the global IBM digital business to its roster as well as the \$100 million global Dulux account. Other key global wins this year included Credit Suisse and Jacob's Creek.

With 67 global accounts, Euro RSCG Worldwide surpassed the likes of McCann Erickson Worldwide, Ogilvy & Mather and BBDO for the top spot.

Of the Top 100 Global Marketers listed in the report, Euro RSCG works with 86 of these brands including sanofi aventis, Sony, Reckitt Benckiser, Heineken, L'Oreal, Danone Group, General Electric, PSA Peugeot Citroen, Pernod Ricard, McDonald's, Schering-Plough Corp., Kraft, Walt Disney and Ford Motor Company. These responsibilities are handled out of multiple offices across Euro RSCG's 233 offices globally.

"Being named largest global agency in the world four years in a row is an honor and is really a testament to our ability to deliver a model for global clients that is creative, entrepreneurial, scalable and has digital at the core. Our success globally is further proof of the power and strength of our Creative Business Ideas that deliver tangible results and growth for our clients," said David Jones, Global Chief Executive Officer of Havas Worldwide and Euro RSCG Worldwide.

Advertising Age publishes a list of the Top 100 Global Marketers annually. The full 2009 report, published at www.AdAge.com lists the global accounts for 25 of the largest global advertising agency networks.



About Euro RSCG

Euro RSCG Worldwide, a leading integrated marketing communications agency and *Advertising Age's* and *Campaign's* 2006 Global Agency of the Year, 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 Air France, BNP Paribas, Charles Schwab, Citigroup, Danone Group, Heineken USA, IBM, Jaguar, Kraft Foods, Lacoste, L'Oréal, PSA Peugeot Citroën, Pernod Ricard, Reckitt Benckiser, sanofi aventis, and Schering-Plough. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (Euronext Paris SA: HAV.PA).