

**Press release**

**Divestment gain for PubliGroupe  
from sale of stake in 24/7 Real Media**

Lausanne, 4 July 2007 – PubliGroupe, a leading sales organization for commercial communication, is selling its 4.5 percent stake in the US company 24/7 Real Media Inc., New York, as part of the tender offer from the British WPP Group plc. The sale of this equity holding generates an income for PubliGroupe of \*CHF 36.3 million (USD 29.5 million). This will be used to finance the recently announced acquisition of the rapidly growing online marketing services provider zanox.

The divestment of the stake in 24/7 Real Media, which PubliGroupe has held since 2001, will have a positive effect on the Group's financial statements. However, under IFRS rules, the effects on the income statement and the balance sheet differ. The impact on the income statement shows a profit before taxes of \*CHF 29.3 million (USD 23.8 million). This figure corresponds to the difference between the selling price of the shares and their acquisition cost recognized in the restatement of the 2004 Group's financial statements, in conjunction with adoption of IFRS accounting principles. In the balance sheet, the divestment of the holding results in an improvement in the equity by CHF 8.6 million. This figure corresponds to the difference between the selling price and the value of the 24/7 Real Media shares on the balance sheet date of 31 December 2006. The taxation of the profit generated by the divestment is reduced (approx. CHF 2 million), since it can be offset against the loss carry-forwards of previous US subsidiaries of PubliGroupe. The offerer announced on 28 June 2007 the success of its tender offer and that all valid tendered shares were accepted for payment. The payment should therefore be made within the next days. This transaction will already impact the 2007 Half Year results to be published on 27 August 2007.

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*\*USD 1.- = CHF 1.23*