



PUBLICIS MODEM

PRESS RELEASE

Publicis Modem France lands New Business

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Publicis Modem France has announced two new business wins. The digital agency has landed the relaunch of world famous museum Le Louvre website www.louvre.fr. The assignment is to take the site multilingual with the goal of attracting twenty million visitors a year by 2013. The site will relaunch at the end of the year.

France's famous Lille football club, LOSC, considered one of the most progressive clubs in the country, has also appointed Publicis Modem to drive its digital communication.

Comments Thierry Vandewalle, President Publicis Modem France, "*The Louvre and LOSC are two iconic French brands and we're delighted and proud to be appointed as their partners*".

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Publicis Modem has been voted France's leading digital agency

