



PUBLICIS MODEM

## PRESS RELEASE

### **Publicis Modem starts in Germany**

Frankfurt, July, 26, 2010 – P//MOD, previous digital brand of Publicis in Germany, will turn into Publicis Modem: The digital brand Publicis Modem starts with immediate effect in Germany and will be part of the international Publicis Modem network, managed by CEO Jean-Philippe Maheu. Publicis Modem in Germany will be managed by Joel Flammann, General Manager.

„With this step, we finally ally the digital brand of Publicis in Germany to the strong international network of Publicis Modem. Due to naming conflicts, this had been impossible by now”, comments Steven Althaus, Chairman and CEO Publicis Germany on the new brand. “Publicis Modem fulfils an important dual-role: On the one hand, Publicis Modem is an independent digital marketing agency in the German market, on the other hand we can support Publicis in digitalizing their communication business”, adds Joel Flammann, General Manager Publicis Modem.

Publicis Modem has around 60 employees in Munich, Erlangen and Dusseldorf. The Publicis Modem Management will report to Steven Althaus, Chairman and CEO Publicis Germany. Publicis Modem has clients such as Siemens, EADS, Citi, MAN, ZF, BMW or Bain.

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