



## **PRESS RELEASE**

### **L'OREAL GROUP SELECTS ZENITHOPTIMEDIA FOR ITS MEDIA BUYING IN FRANCE**

**Levallois-perret, January 9th, 2008** – Two years after appointing the ZenithOptimedia network (part of Publicis Groupe) as its media planning and buying partner in over 15 European countries, L'Oréal Group has extended the partnership to include its media buying business in France, previously handled in-house by L'Oréal Media.

The L'Oréal Media teams will be joining ZenithOptimedia over the first quarter of 2008, with the transfer of responsibilities effective as from January 1st.

ZenithOptimedia is the third largest agency on the French market, reporting 68% growth since 2004 and employing a staff of 280.

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