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Publicis Groupe Acquires PR Agency Schwartz Communications

Publicis Groupe announced that it has acquired 100% of **Schwartz Communications** (www.schwartzcomm.com), an independent public relations firm in the United States. The agency will become part of **MSLGROUP**, Publicis Groupe's strategic communications, public relations and events network. The transaction was facilitated by **StevensGouldPincus**, one of the leading mergers and acquisitions consultants in the public relations industry. SGP initiated this transaction, assisted in the negotiations and acted as advisor to Schwartz.

Founded by **Steve and Paula Mae Schwartz** in 1990, Schwartz Communications currently has 180 employees in four locations: Boston, San Francisco, Stockholm and London. Over time, Schwartz developed expertise in two sectors: technology and healthcare, providing the full range of communications services, with emphasis on public relations, social media, digital content marketing, and public affairs.

This acquisition will add key assets to Publicis Groupe's public relations capabilities, notably in the U.S. where MSLGROUP becomes the largest PR agency in the Boston region, with more than 100 employees. MSLGROUP is also now the second biggest tech agency in the San Francisco region and a major presence on the West Coast, with more than 160 employees in four offices. In the U.S., Schwartz will operate under the name Schwartz MSL. **Bryan Scanlon**, President of Schwartz, and **Ari Milstein**, Chief Operating Officer, will run Schwartz MSL, reporting to **Jim Tsokanos**, President of MSLGROUP Americas. European offices will be integrated immediately into existing MSL operations.

"This is an acquisition that will strengthen our network in a number of key fields," said **Olivier Fleurot**, CEO of MSLGROUP. "The deal also adds to MSLGROUP's existing technology and healthcare practice. Schwartz is a company that perfectly complements our existing skill-set and our geographical strengths."

"For innovators of all sizes, Schwartz MSL will be a highly experienced - and now global - partner. Together, we will drive awareness and adoption of breakthrough technologies and treatments that save lives, conserve natural resources and transform businesses and markets," said **Bryan Scanlon**, President, Schwartz MSL. "The infusion of MSLGROUP's global resources, and our shared passion for storytelling brings clients incredible reach, scale, and a vast array of integrated services for engagement in the digital age."