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For Client Approval/dr 4
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Publicis Canada selected as agency of record by United Way Greater Toronto

*-- Agency to create new advertising campaign to reposition UWGT as
a community impact organization --*

Toronto, ON. Publicis Canada is pleased to announce they have been selected to act as agency of record for United Way Greater Toronto (UWGT), a registered charity and community impact organization dedicated to improving lives and strengthening neighbourhoods across Toronto. By partnering with a network of donors, foundations, business, labour and government, UWGT brings focused effort to addressing the complex social issues of our city. Publicis will provide strategic counsel and creative services for the brand repositioning program that will include both print and broadcast media.

“Publicis is renowned for their brand development and repositioning experience and capabilities, and we’re very excited to have this opportunity to work with them,” says Lyn Whitham, vice-president of marketing & communications for UWGT. “The new campaign creative will more accurately demonstrate our contribution to ensuring a healthier and safer city through building strong neighbourhoods, creating opportunities for youth, and helping newcomers fulfill their potential.

“Publicis has a longstanding relationship with UWGT—an exceptional, and vital, organization in our community,” says Serge Rancourt, president, Publicis Canada. “We are very proud to have been selected to work on their brand repositioning initiative and are excited to reveal the revitalized UWGT image to the Toronto community. The organization supports so many people in this city, and given our location in the heart of our city, we feel it’s our civic duty to contribute to their cause and give back.”

About United Way Greater Toronto

Established in 1956, United Way Greater Toronto is a registered charity and community impact organization dedicated to improving lives and strengthening neighbourhoods across Toronto. United Way identifies needs and takes action to create a better, safer, stronger city through research, partnerships and support of a network of 200 health and social service agencies.

About Publicis

Publicis Canada is one of the largest and leading communications group in the country, employing more than 450 people. Publicis Worldwide, with a presence in 83 countries, is one of the three worldwide advertising networks of Publicis Groupe SA and is positioned with a very specific and unique approach: La Holistic Difference. Publicis Groupe SA is ranked the largest communications group in Europe and the fourth in the world. With operations on every continent, in 150 cities in 80 countries, Publicis S.A. employs more than 38,000 people worldwide. Additional information is available at www.publicis.ca

For additional information, or to arrange an interview with a Publicis Canada spokesperson, please contact Susan Willemsen or Rebecca Kennedy at The Siren Group Inc. Tel.: (416) 926-8087. Fax: (416) 926-9712. E-mail: info@thesirengroup.com

For additional information, or to arrange an interview with a United Way Greater Toronto spokesperson, please contact Caitlin Stidwill. Tel: (416) 777-1444 x396. Email: cstidwill@uwgt.org