



Press Release

FOR IMMEDIATE RELEASE

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EKMAN NAMED MANAGING DIRECTOR OF SAATCHI & SAATCHI HEALTH COMMUNICATIONS NEW YORK

NEW YORK, September 29, 2011—Publicis Healthcare Communications Group (PHCG), announced that **Anders Ekman** has been named Managing Director of Saatchi & Saatchi Health Communications New York. Anders will report to Sam Welch, President of PHCG North America Advertising.

Anders' experience spans 20 years on both the client and agency sides, including time with McCann and Digitas. Most recently, he was with Performant LLC, an organization he founded in 2010. Operating as a subsidiary of Inter/Media Group, Performant is a digitally driven pay-for-performance marketing company serving a notable list of marketers, including Kellogg's.

Anders has an impressive track record in digital and CRM as well as strategic planning. Previously, he was an Executive Vice President at MRM Worldwide, the global digital agency of McCann Worldgroup. Here he had P&L and business development responsibility and helped drive up revenues annually. He led relationships with key clients, including MasterCard, The US Army, and Intel. While at Digitas, he led key client relationships, including General Motors and AT&T Wireless.

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About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe S.A., PHCG manages top-tier agencies promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, insights, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With more than 3,000 employees, PHCG manages 11 agency brands through 45 offices located in 11 countries. For more information, visit: www.publicishealthcare.com