



Press Release

FOR IMMEDIATE RELEASE

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MIDOUIN APPOINTED SVP, HUMAN RESOURCES OF PHCG NORTH AMERICA ADVERTISING

NEW YORK, October 31, 2011—Publicis Healthcare Communications Group (PHCG), announced that **Geline Midouin** was appointed Senior Vice President, Human Resources, for PHCG North America Advertising. She will report to Sam Welch, NAA President.

Geline has more than 20 years of experience in talent attraction and retention, organizational development and strategy, merger integration, and performance management. Most recently, Geline was at NBC Universal where she was Vice President of Human Resources. She also served as Director of Human Resources for WNBC New York, and Director of Human Resources of Finance, Business Development, and Legal. While at WNBC, Geline led the entire HR function as the station launched the industry's first multi-platform news operation.

Prior to NBC, Geline held several roles at Arthur Anderson LLP as Director, Human Resources, Transaction Advisory Services; Manager, Human Resources; and HR Division Operations Senior. Geline also spent time at Goldman Sachs & Co., and the Port Authority of New York & New Jersey.

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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