



Interpublic Group

DEUTSCHE BANK 2010 MEDIA &
TELECOM CONFERENCE

NOVEMBER 17, 2010

CAUTIONARY STATEMENT

This investor presentation contains forward-looking statements. Statements in this investor presentation that are not historical facts, including statements about management's beliefs and expectations, constitute forward-looking statements. These statements are based on current plans, estimates and projections, and are subject to change based on a number of factors, including those outlined in our most recent Annual Report on Form 10-K under Item 1A, Risk Factors. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events.

Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Such factors include, but are not limited to, the following:

- potential effects of a challenging economy, for example, on the demand for our advertising and marketing services, on our clients' financial condition and on our business or financial condition;
- our ability to attract new clients and retain existing clients;
- our ability to retain and attract key employees;
- risks associated with assumptions we make in connection with our critical accounting estimates, including changes in assumptions associated with any effects of a weakened economy;
- potential adverse effects if we are required to recognize impairment charges or other adverse accounting-related developments;
- risks associated with the effects of global, national and regional economic and political conditions, including counterparty risks and fluctuations in economic growth rates, interest rates and currency exchange rates; and
- developments from changes in the regulatory and legal environment for advertising and marketing and communications services companies around the world.

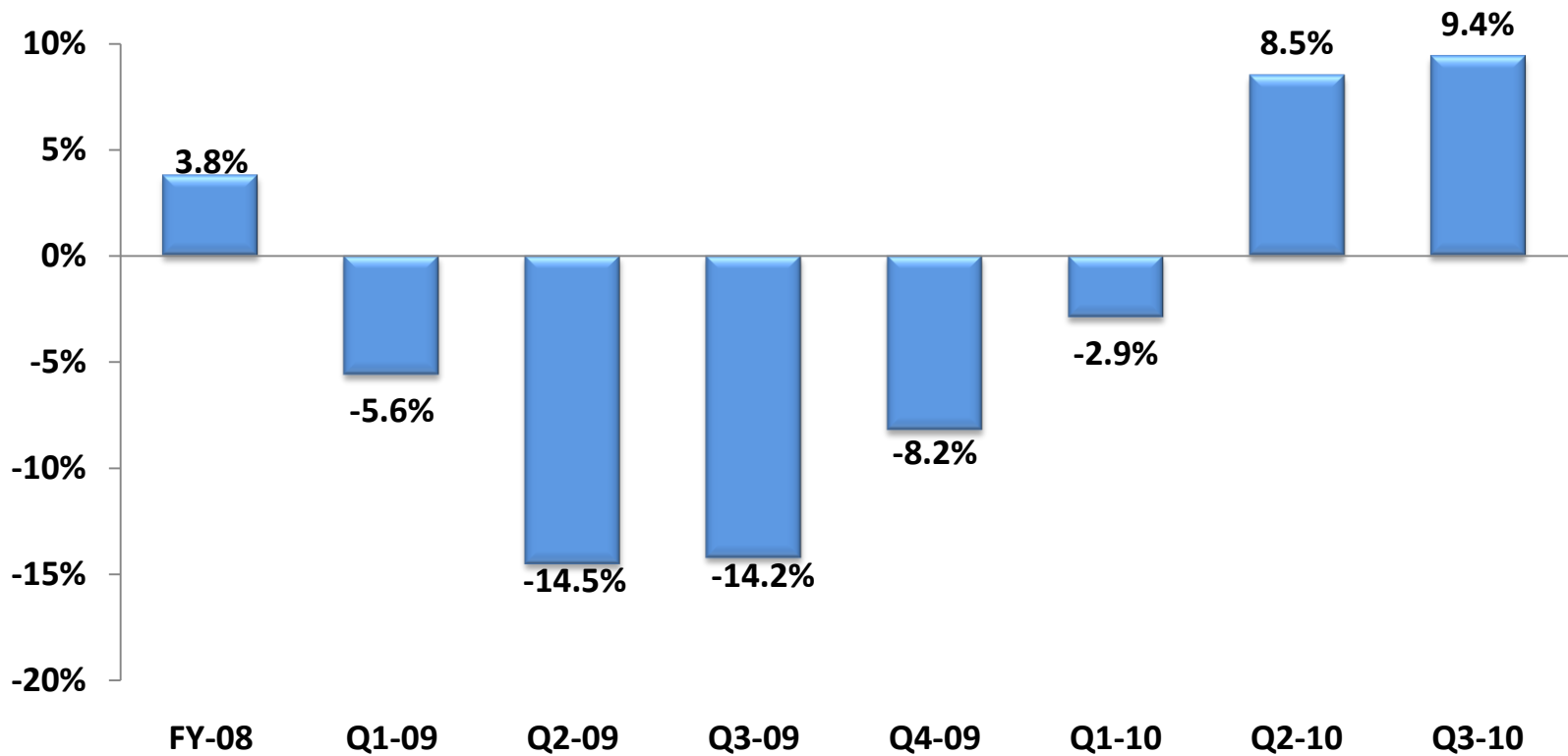
Investors should carefully consider these factors and the additional risk factors outlined in more detail in our most recent Annual Report on Form 10-K under Item 1A, Risk Factors.

UPDATE – NINE MONTHS 2010

- With organic revenue growth of 5.2%, we are pleased with the tone of business so far this year
- North America, LatAm, Asia ex-Japan, Africa have led, while cyclical client sectors have shown strongest growth
- Contributions from a broad range of our agencies and marketing services specialists, including digital services
- With effective expense discipline, operating profit has tripled through nine months from 2009's recession level

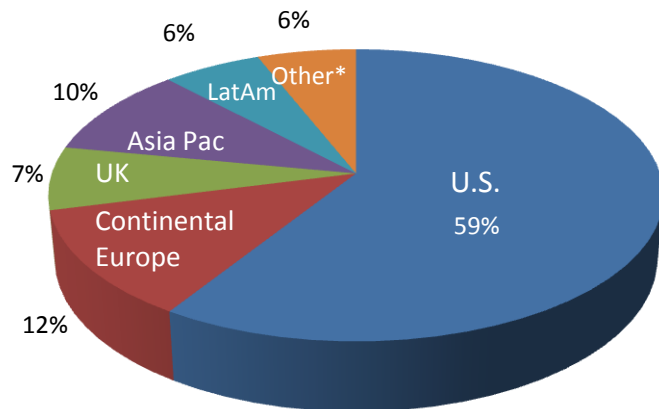
IMPROVED REVENUE TREND

Organic Revenue Change
Year over Year



MACRO REMAINS IMPORTANT - REGIONS

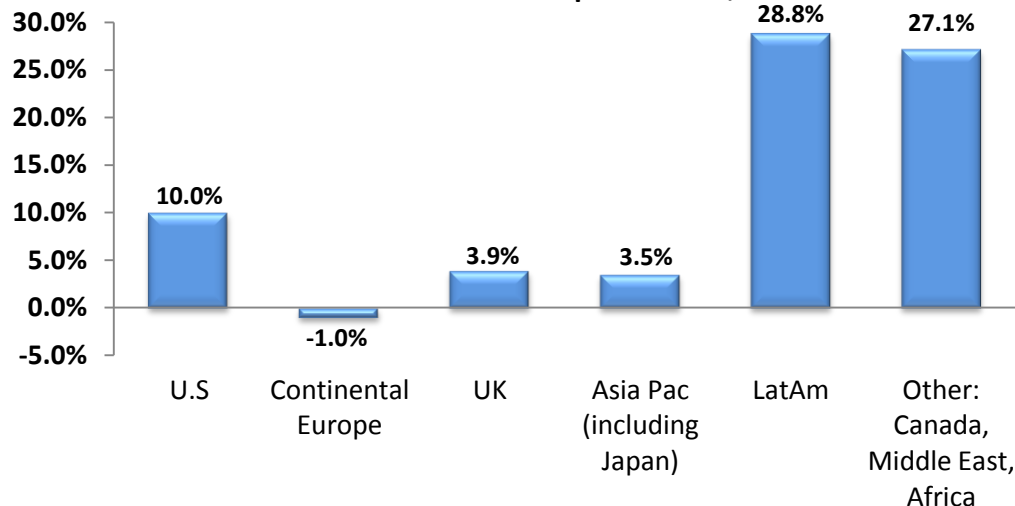
2010 Revenue Base



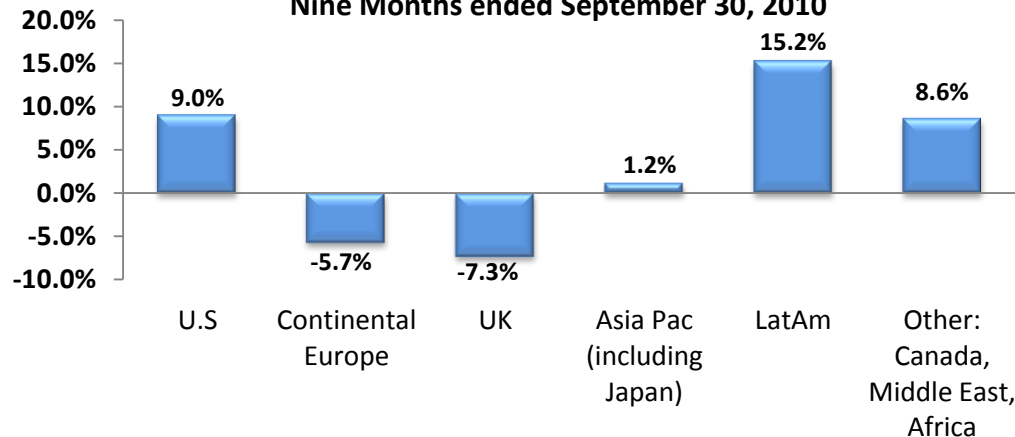
Nine Months ended September 30, 2010

*Other: Canada, Middle East, Africa

Organic Revenue Change
Three Months ended September 30, 2010



Nine Months ended September 30, 2010



BROAD CLIENT SECTOR PARTICIPATION

YTD Revenue Change	Client Sector	% Total Revenue YTD
30%+:	Auto & Transportation	14%
	Financial Services	8%
20-30%:	Retail	7%
10-20%:	Packaged Goods	9%
0-10%:	Food & Beverage	13%
	Health & Personal Care	20%
0-(10%):	Technology & Telecom	21%

Not shown: "Other" of approximately 8% total revenue. Change year to date through September 30, 2010 in constant currency based on Top 100 clients, approximately 50% of total revenue.

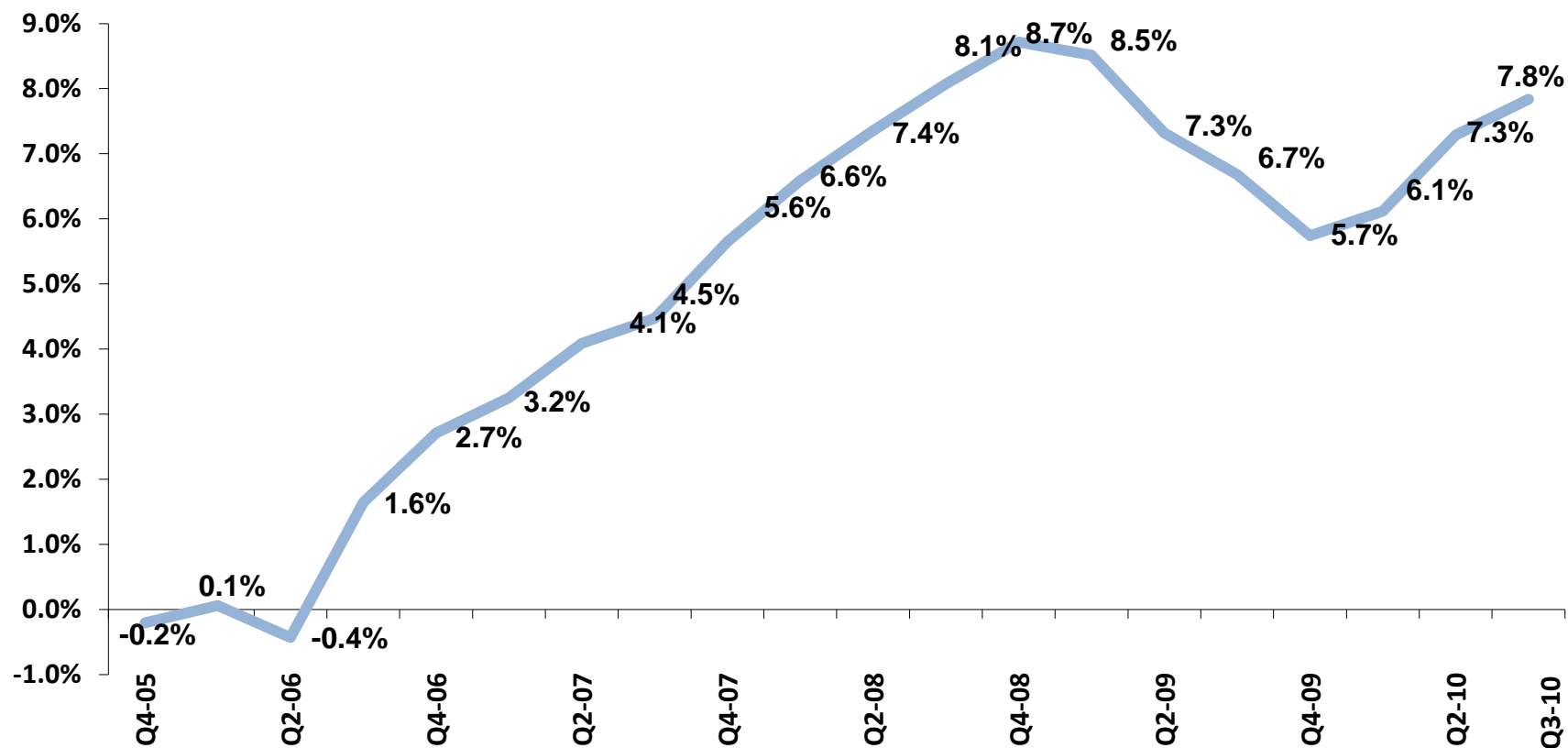
NEW BUSINESS WINS IN 2010



GENERAL MOTORS COMPANY

ADJUSTED OPERATING MARGIN

Trailing Twelve Months



MARGIN BACK ON TRACK TO OUR GOAL OF FULLY COMPETITIVE PROFITABILITY

2010

- Leverage on base payroll from growth & '09 headcount actions
- Decreased severance expense from 2009
- Higher incentive compensation, along with other costs associated with growth



2011+

- Sustained competitive organic revenue growth
- Leverage on major expense components, led by improved utilization and efficiency
- Enhanced financial tools and insight

STRONG FINANCIAL FUNDAMENTALS

- \$1.9 billion cash and short-term investments
- Lowered debt by ~\$600 million 2008-2010
 - Nov. '10 debt maturity of \$192 million paid from cash on hand
- Repurchased \$304 million of our 5.25% convertible preferred shares earlier this year
 - Annual savings of \$16 million dividends
 - Eliminated 22 million common share equivalents
- Expanded term credit revolver of \$650 million

SUMMARY: FIRST NINE MONTHS 2010

- Competitiveness of our brands & high value of our services have created the basis for full participation in global economic recovery
- With greater revenue growth, a higher level of revenue-associated investments
- Seeing margin improvement from structural cost actions, new efficiencies, and ongoing expense discipline

IPG AGENCIES BEST-IN-CLASS



**MEDIA HOLDING COMPANY
OF THE YEAR**
MediaPost 2009

initiative
MEDIA AGENCY OF THE YEAR
Advertising Age 2008

UM
**US MEDIA AGENCY
OF THE YEAR**
Adweek 2009
A-LIST AGENCY
Advertising Age 2009

THE MARTIN AGENCY
US AGENCY OF THE YEAR
Adweek 2009

DRAFTFCB
A-LIST AGENCY
Advertising Age 2009

McCANNWorldgroup
•••••
LARGEST GLOBAL NETWORK
Advertising Age 2009



A-LIST AGENCY
Advertising Age 2008

Deutsch
A Lowe & Partners Company
**ADVERTISING AGENCY
OF THE YEAR**
Delaney Report 2009



AGENCY TO WATCH
Advertising Age 2009

WEBER SHANDWICK
PR AGENCY OF THE DECADE
Advertising Age 2009
GLOBAL PR AGENCY OF THE YEAR
Holmes Report 2009

DRAFTFCB
HEALTHCARE
AGENCY OF THE YEAR
MedAd News 2009



GolinHarris
LARGE PR AGENCY OF THE YEAR
PR Week 2010

R/GA
DIGITAL AGENCY OF THE DECADE
Advertising Age 2009

HUGE
AGENCY TO WATCH
Advertising Age 2009

WORLD CLASS CLIENTS



WELL-POSITIONED FOR VALUE CREATION

- Addressable market is growing due to globalization, media complexity & digitization, and the demand for accountability
- Our agencies and marketing services specialists are fully competitive
- Digital offerings in all of our agencies, further enhanced by world-class specialized digital assets
- Strong in higher-growth emerging markets while continuing to invest
- Executing strategically important integrated offering at a high level
- Disciplined cost structure and strong financial foundation



IPG

Interpublic Group

APPENDIX

RECONCILIATION OF ADJUSTED OPERATING MARGIN

<u>Last Twelve Months Ending</u>	<u>Operating Income (Loss)</u>	<u>Restructuring and Other Reorganization-Related Charges (Reversals)</u>	<u>Long-Lived Asset Impairment and Other Charges</u>	<u>Adjusted Operating Income (Loss)</u>
12/31/05	\$ (104.2)	\$ (7.3)	\$ 98.6	\$ (12.9)
3/31/06	(94.7)	-	98.6	3.9
6/30/06	(133.3)	8.2	98.6	(26.5)
9/30/06	(4.2)	14.3	92.1	102.2
12/31/06	106.0	34.5	27.2	167.7
3/31/07	141.4	33.5	27.2	202.1
6/30/07	210.1	22.0	27.2	259.3
9/30/07	240.3	21.0	27.2	288.5
12/31/07	344.3	25.9	-	370.2
3/31/08	410.7	29.7	-	440.4
6/30/08	465.7	39.0	-	504.7
9/30/08	530.9	37.6	-	568.5
12/31/08	589.7	17.1	-	606.8
3/31/09	565.6	13.7	-	579.3
6/30/09	461.9	9.6	-	471.5
9/30/09	403.9	5.2	-	409.1
12/31/09	341.3	4.6	-	345.9
3/31/10	363.8	5.1	-	368.9
6/30/10	444.1	5.7	-	449.8
9/30/10	486.0	7.6	-	493.6

RECONCILIATION OF ORGANIC REVENUE GROWTH BY REGION

	Three months ended September 30, 2009	Components of change during the period			Three months ended September 30, 2010	Change	
		Foreign currency	Net acquisitions/ (divestitures)	Organic		Organic	Total
Geographic Revenue							
United States	\$ 834.1	\$ -	\$ (0.8)	\$ 83.4	\$ 916.7	10.0%	9.9%
International	592.6	(9.3)	10.0	50.8	644.1	8.6%	8.7%
United Kingdom	104.2	(6.8)	6.7	4.1	108.2	3.9%	3.8%
Continental Europe	190.9	(18.0)	(1.2)	(1.9)	169.8	(1.0%)	(11.1%)
Asia Pacific	140.9	8.7	-	4.9	154.5	3.5%	9.7%
Latin America	73.3	3.1	3.5	21.1	101.0	28.8%	37.8%
All Other Markets	83.3	3.7	1.0	22.6	110.6	27.1%	32.8%
Worldwide	\$ 1,426.7	\$ (9.3)	\$ 9.2	\$ 134.2	\$ 1,560.8	9.4%	9.4%

	Nine months ended September 30, 2009	Components of change during the period			Nine months ended September 30, 2010	Change	
		Foreign currency	Net acquisitions/ (divestitures)	Organic		Organic	Total
Geographic Revenue							
United States	\$ 2,462.6	\$ -	\$ (3.8)	\$ 222.0	\$ 2,680.8	9.0%	8.9%
International	1,763.8	63.2	12.6	(0.5)	1,839.1	(0.0%)	4.3%
United Kingdom	317.0	0.5	6.7	(23.1)	301.1	(7.3%)	(5.0%)
Continental Europe	605.0	(8.7)	(2.8)	(34.3)	559.2	(5.7%)	(7.6%)
Asia Pacific	389.4	30.9	3.2	4.5	428.0	1.2%	9.9%
Latin America	206.3	18.5	4.5	31.3	260.6	15.2%	26.3%
All Other Markets	246.1	22.0	1.0	21.1	290.2	8.6%	17.9%
Worldwide	\$ 4,226.4	\$ 63.2	\$ 8.8	\$ 221.5	\$ 4,519.9	5.2%	6.9%