



## **Publicis Technology and Celebros Ltd. Inaugurate Their Partnership in the French Market for New Generation Search and Navigation Solutions**

Paris, France and Herzliya Pituach, Israel – March 9, 2005 -

Publicis Technology, the eSolutions company of the Publicis Groupe and Celebros Ltd., a leading provider of search and navigation solutions for e-commerce sites, announce their partnership for the integration of the new generation search solution Qwiser™ Salesperson in the French market.

Qwiser™ behaves like a live salesperson, attentive and understanding, engaging shoppers in interactive dialogue, helping them refine their search through appropriate interactions. Thanks to Qwiser's™ ability to understand words and search concepts and to recognize spelling errors, search is easy and makes Internet purchases a gratifying activity. Sales are also increased because each search always returns relevant products.

The two companies have inaugurated their partnership by ensuring the deployment of Qwiser™ on the site of Le Grand Livre du Mois ([www.grandlivredumois.com](http://www.grandlivredumois.com)) in less than a week. This prestigious French brand, that has targeted discerning readers for over 30 years, has enhanced its on-line shopping experience with the intelligence of a virtual salesperson.

Marc Duteil, Director of Sales and Internet Marketing for Le Grand Livre du Mois, said, "Our new search engine enhances the value of the thousands of references on our sites. Given the name of an author, an expression or a title, our clients will find the selections which are most relevant to their question and see related titles that might interest them. Thus, in addition to the service we provide, Qwiser™ provides real help with sales."

Ido Paldi, Chief Operating Officer of Publicis Technology: "The partnership with Celebros is part of our strategy to continue to position ourselves as relationship engineers. Today, the relationship with customers necessarily relies on technologies whose intelligence disguises the technical complexities to the advantage of users' experience. We are delighted that a prestigious European brand such as Le Grand Livre du Mois has trusted this partnership."

According to Michel Auren, Director of Sales for France, "Qwiser™ technology offers a dynamic solution for on-line sales. Because of its capability to analyze and understand all of the information in a catalogue and to present it in a flexible and commercial form, Qwiser™ functionalities go much further than existing solutions. The richness of the catalogue and the content of Le Grand Livre du Mois has been a challenge that we have enthusiastically and successfully taken up."

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Le Grand Livre du Mois was founded in 1970 based on a simple and innovative idea: offering discerning readers a selection of the best literary works simultaneously with their distribution in the stores. The mission of Le Grand Livre du Mois is to anticipate the expectations of its readers and satisfy their curiosity. Each month, the offer

includes a selection of 100 new titles including best sellers. As a co-publisher of bound books, Le Grand Livre du Mois is the privileged partner of more than 200 publishers. This formula has been met with sustained success, demonstrated by a readership base of over 550,000 readers, whose loyalty is constantly reciprocated.

Publicis Technology is the eSolutions of the Publicis Groupe specializing in the development and integration of high-performance transactional information systems for Business Relationship Management. Publicis Technology has available a broad pool of talents that continue to support its unique positioning in the area of consulting and development of information technology solutions at the service of brand strategies.

Celebros Ltd. ([www.celebros.com](http://www.celebros.com)), founded in 2000, is a leading provider of advanced search and retrieval solutions for online stores and e-commerce sites. Celebros has offices in the US, Germany, France, UK and Israel.

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