

DIGITAS NAMED RUNNER-UP INTERACTIVE AGENCY OF THE YEAR BY *BtoB MAGAZINE*
Agency Honored for Fifth Consecutive Year

BOSTON - FOR IMMEDIATE RELEASE - Digitas has been named Runner-Up in the Interactive category of *BtoB Magazine's* Agency of the Year. This nod marks the fifth straight year that the agency has been honored in the top three, having received top honors in 2008 as the magazine's Interactive Agency of the Year.

The article announced the alignment of Digitas' global business to business expertise under a new, integrated practice called Digitas B2B. Digitas B2B delivers on the agency's belief that the digital age will forever transform the innovation, efficacy and overall brand experience of BtoB relationships. It offers clients specialized marketing capabilities and tools that bring together the best of BtoB and BtoC strategies, and leverages Digitas resources and talent across the globe to address the unique marketing needs of the b-to-b community.

"Digitas B2B represents the next generation of BtoB marketing, where digital is the engine for better participation, listening and delivery of value to and for clients and their customers," said Seth Solomons, CMO, Digitas.

The article also noted that 2008 was the agency's best growth year and that work for clients had focused on social media and used a variety of applications and technologies, from online video to social networking.

Laura Lang, CEO, Digitas was quoted as saying, "A lot of people began to recognize that to really make inroads in the b-to-b space, you have to have a much deeper understanding of how to reach people with interactive media and social media. We have really made this a priority, and the marketplace was very responsive."

This award comes on the heels of being named *OMMA Magazine's* Agency of the Year in January.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act.; the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals. www.digitas.com

Résumé en français:

Digitas en Seconde Position du classement Agence Interactive de l'Année du BtoB Magazine

Digitas a été nommée seconde dans la catégorie Interactive du classement Agence de l'Année de BtoB Magazine. Cela marque la 5ème année consécutive que l'agence est honorée dans le top 3, après avoir été nommée en 2008 Agence Interactive de l'Année.

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