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## CA SELECTS DIGITAS TO HANDLE DIGITAL ASSIGNMENTS

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**BOSTON** - For Immediate Release - CA Inc., the 2010 *Network Computing* "Company of the Year", has selected Digitas ([www.digitas.com](http://www.digitas.com)) to handle digital assignments including creative and strategy. The world leading IT management software and solutions company made this selection following a formal review.

"Digitas brings a new level of understanding to our marketing. They are diligent in listening to and deeply understanding the needs of our different customer and prospect audiences," said Marianne Budnik, Chief Marketing Officer, CA. "They get not just the buyers, but the formal and informal circles of influence that surround them and are very creative in how to compel those audiences into action. We're excited to work with them to drive new levels of performance with our marketing and communications."

"The B2B space is evolving rapidly. Customer expectations have changed, demanding ways to connect faster, more directly, in more places—forcing all organizations to change the way they go to market, and creating more integration between marketing and sales" said Colin Kinsella, President of Digitas North America "We're proud to be partnering with the award winning world leader, CA to drive market leadership by evolving to meet these new expectations."

### About CA

CA is an IT management software and solutions company with expertise across all IT environments; from mainframe and physical, to virtual and cloud. CA manages and secures IT environments and enables customers to deliver more flexible IT services. CA's innovative products and services provide the insight and control essential for IT organizations to power business agility. The majority of the Global Fortune 500 rely on CA to manage their evolving IT ecosystems. For additional information, visit CA on the Web at [www.ca.com](http://www.ca.com).

### 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. (Euronext Paris: FR0000130577) is the world's third 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.

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