

# DIGITAS

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## DIGITAS' JULIE BAILEY BLANCHE NAMED ONE OF DM NEWS' "30 UNDER 30"

### Bailey Blanche honored as one of the top direct marketers in the industry

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**BOSTON** - March 2, 2010 - *DM News* has named Julie Bailey Blanche, an Associate Director in Marketing for Digitas, as one of the industry's best "30 Under 30" direct marketers. The list, now in its second year, honors the best and brightest young superstars in the direct, database and interactive marketing industry. Driven, insightful, and creative, the "30 Under 30" were chosen for their talent, their ambition, and their success in achieving measurable results for their companies and clients.

"Julie's work at Digitas has been nothing short of outstanding," said Glenn Engler, President of the Boston region for Digitas. "We're all very proud and excited to see her honored in this way."

Blanche, 28, joined Digitas in 2003 as an Associate in Marketing. Since joining Digitas, she has worked on several accounts including AT&T and Stop & Shop. Blanche works out of the Boston office.

To learn more about *DM News*' "30 Under 30" feature, please visit: <http://www.dmnews.com/30-direct-marketers-under-30/article/164177/> (Julie is listed as Julie Bailey on page three).

#### 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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