

DIGITAS HONORED FOR BEST CONSUMER GOODS CAMPAIGN AT 2009 MITX AWARDS

BOSTON - November 18, 2009 -Digitas (<http://www.digitas.com>), a leading global digital marketing and media agency, was selected as a winner in the Consumer Goods category at the 2009 MITX Interactive Awards for its campaign with Saturn, "Saturn Neighborhood". With a judging committee of more than 100 industry professionals, the annual MITX awards is the largest and most prestigious Web innovation awards competition of its kind in the country. The Consumer Goods award is given to the campaign whose site best markets directly to consumers.

> CONSUMER GOODS

Client: Saturn | Project: Saturn Neighborhood (<http://www.saturn.com/>)

This award comes on the heels of Digitas taking Best Premium-Based Promotion at the 2009 *PROMO PRO* Awards, as well as one Gold and one Bronze at the 2009 IAB MIXX Awards. In 2008, Digitas won the MITX Travel, Tourism, and Hospitality award for its work with Holiday Inn on the "Water Recreation" campaign.

About MITX

Established in 1996, The Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 70 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. For more information please go to mitx.org

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 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 | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](https://www.facebook.com/Digitas)

###