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## **DIGITAS HEALTH NAMED MEDICAL MARKETING & MEDIA 2009 ALL-STAR AGENCY OF THE YEAR**

NEW YORK and PHILADELPHIA – Jan. 27, 2009 – Topping off its best fiscal year in history, Digitas Health has been named 2009 All-Star Agency of the Year by leading industry trade publication Medical Marketing & Media magazine (MM&M). The company was recognized for its industry leadership, impressive growth and innovative business strategy.

“Choosing our agency of the year is never an easy decision, as we have so many leaders in the space, but Digitas Health is a true standout. In addition to their business success across the board, they made enormous strides in changing the way pharmaceutical and healthcare companies go to market. The industry-wide shift in focus toward digital is a trend we expect to change the landscape of pharmaceutical marketing,” said James Chase, Editor in Chief, MM&M.

“This is a time when bold and differentiating new strategies as well as extraordinary ideas should be minimum requirements for pharmaceutical brands and their agency partners,” said David Kramer, CEO, Digitas Health. “With our industry now poised for great change, to be chosen as MM&M’s Agency of the Year is not just a great honor, but a call to action. Digital marketing can no longer be just a channel. It has to be an engine that brands use to provide service, tools, participation and community.”

Digitas Health has enjoyed a stellar award season, receiving more than 30 awards and honors in 2008. The company increased its employee base by 55 percent, and added 21 new business assignments.

### **About Digitas Health**

Counting as clients many of the world’s leading pharmaceutical, bioscience, and medical device companies, Digitas Health is a next-generation marketing agency that helps build healthcare brands that patients, caregivers, and healthcare professionals feel confident turning to and recommending when they are sick, in need, or helping others. With offices in Philadelphia and New York, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), the world’s fourth largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications. For more information, please visit [www.digitashealth.com](http://www.digitashealth.com).

### **About Medical Marketing & Media**

Medical Marketing & Media offers a comprehensive resource of balanced and relevant editorial to leaders, thinkers, marketers and creative executives involved in every aspect of the healthcare marketing industry. Through a combination of news, analysis, opinion, feature stories and reports, MM&M arms its readers with the tools they need to make crucial decisions in this dynamic and highly complex market. At the heart of the brand is the quality monthly print title, MM&M, first published in 1966. Content is accurate, balanced, relevant and digestible, and packaged with a high design value. Complementing the print edition are the website, [mmm-online.com](http://mmm-online.com), featuring daily news stories and archived articles, and the electronic newsletters, MM&M News Brief, and MM&M Consumer Brief. For more information, please visit [www.mmm-online.com](http://www.mmm-online.com).

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