

SOLUTIONS | DIGITAS IS ASIA-PACIFIC'S MOST AWARDED MARKETING SERVICES AGENCY

INDIA, February 26, 2009—Solutions | Digitas has emerged as the *most awarded marketing services agency* with a total tally of 31 awards including the prestigious Golden Globe at MAA Globes 2008 for the Best Trade Marketing or Account Specific Campaign for Microsoft's "My First Office".

Solutions | Digitas also bagged numerous awards at PMAA 2008 (Promotions Marketing Awards of Asia). It won a Silver Dragon for 'Best use of Direct Marketing in Promotion Campaign' for HP. It bagged another Silver Dragon for 'Best Trade Marketing' for Microsoft. Solutions | Digitas campaign for Sony Ericsson won Bronze Dragon for 'Best Dealer / Sales Force Activity'. It also won Certificate of merit for Hewlett Packard's 'Shoulder Therapy' in the 'Best Innovative Idea' and also for Aviva's 'Most Prized Wicket' in the 'Best Activity Generating Brand Volume'. Solutions | Digitas winning spree continued at the Asian Marketing Effectiveness Awards (AMEA) 2008 where it won a Bronze in the 'Most Effective Use of Direct Marketing' category for HP.

Kanika Mathur, Co-Founder & President, Solutions | Digitas commented that "I am glad that our perseverance and hard work is getting recognised not only within the country but also globally. This is for the second consecutive time that Solutions | Digitas has won the coveted Golden Globe at MAA Globes and this year we aim to strike a hat-trick."

Adds Partho Sinha, Co-Founder & Executive VP(Creative), "Our endeavour has always been to continuously raise our performance bar and deliver best business results for our clients and in this process we bag awards, then there is nothing like it."

About Solutions | Digitas

Solutions | Digitas (formerly, Solutions Integrated Marketing Services) is India and South-East Asia's leading 'marketing services' company known for the power of its integrated ideas, and the business results it delivers.

Since 1995, Solutions | Digitas has helped Fortune 500 companies address diverse marketing challenges in India and South-East Asia through innovative marketing solutions. Part of the global Publicis Groupe (www.publicisgroupe.com) and its Digitas network, Solutions | Digitas (www.digitas.in) has four specialized practices: Digital Marketing; One-to-One Marketing; Experiential Marketing; Retail & Trade Marketing.