

DIGITAS HONORED AS ONE OF THE “BEST PLACES TO WORK IN CONNECTICUT” *Only Digital Marketing Agency to be Recognized*

STAMFORD, CT- March 25, 2010 - Leading global digital marketing and media agency Digitas (www.digitas.com) has been recognized as one of the “Best Places to Work in Connecticut” by the *Hartford Business Journal* and the Best Companies Group. The annual list, now in its fifth year, recognizes outstanding places of employment in Connecticut. Digitas is the only digital marketing agency on the list.

“This is such an honor for us,” said Kenneth Parks, Managing Director, Digitas Stamford. “And it really belongs to our employees and office leaders—they’re driven, creative people in a collaborative environment where ideas can come from anyone. They truly make Digitas a great place to work.”

Participating companies are judged in eight core focus areas: Leadership and Planning, Corporate Culture and Communications, Role Satisfaction, Work Environment, Relationship with Supervisor, Training and Development, Pay and Benefits and Overall Engagement.

This honor is the most recent in a string of similar awards for Digitas. Offices in Boston, Chicago, Detroit and New York have received similar honors from the *Boston Business Journal*, *Crain’s Chicago Business*, Brill Street + Company, the National Association for Business Resources, *Crain’s Detroit Business*, *Detroit Free Press*, the Michigan Business and Professional Association and the New York State Society for Human Resource Management.

For more information about the list, please visit: <http://bestplacestoworkinct.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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