



Contact:
Julie Gomstyn
Corporate Communications
+1 617-369-8020
Julie.Gomstyn@digitas.com

DIGITAS, PUBLICIS AND SPARK COMMUNICATIONS TAKE HOME GOLD REGGIE® AWARD

Capturing National Consumer (Budget \$5M+) Category for T.G.I. Friday's Woody's Burger Bet

NEW YORK- March 26, 2010 - Digitas (www.digitas.com), a leading global digital marketing and media agency, and sister agencies Publicis and Spark Communications have been awarded a GOLD REGGIE® for the T.G.I. Friday's Woody's Burger Bet promotion. These prestigious awards, sponsored by the Promotion Marketing Association (PMA), are the highest honor in integrated marketing. Winners were selected from 339 entries and were announced during the REGGIE Gala Awards dinner, part of the PMA's Annual Integrated Marketing Conference, at the Fairmont Hotel in Chicago on March 24.

Category: National Consumer - Budget over \$5 million
Campaign: T.G.I. Friday's: Woody's Burger Bet
Marketer: T.G.I. Friday's
Agency: Digitas, Publicis, Spark Communications

In 2009, Digitas won a Super REGGIE for the Oreo Double Stuf Racing League promotion, which also garnered a GOLD in the National Consumer (Budget over \$5 million) category and a BRONZE in the Multi-Partner Promotion category, and a BRONZE in the National Consumer (Budget between \$1M-\$5M) category for the GMC Acadia and The Ellen Show "Whutt the February?" promotion. The agency also received BRONZE awards in the Digital (Budget over \$1M) and Local, Regional Market (Budget over \$1M) categories in 2007, and a Super REGGIE for the Pontiac Solstice Early-Order Program on The Apprentice in 2006.

For more information on the REGGIE Awards, please visit: <http://www.pmalink.org/?reggieawards>

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.

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

###