

## DIGITAS HONORED AS ONE OF "CRAIN'S CHICAGO'S BEST PLACES TO WORK"

---

CHICAGO, IL - For Immediate Release - Leading global digital marketing and media agency Digitas ([www.digitas.com](http://www.digitas.com)) has been named one of "Crain's Chicago's Best Places to Work" in 2009. The agency is ranked among the top five companies and the highest marketing communications agency on the list. This annual award honors companies that not only offer great perks and benefits but also those whose employees enjoy showing up to work each and every day.

The announcement comes on the heels of the office being named one of the 11 Elite Winners among "Chicago's 101 Best and Brightest Companies to Work For" by the National Association for Business Resources (NABR).

"We're extremely thrilled! This honor is a testament to our extraordinary employees and our unique culture," said Tony Weisman, President, Digitas Chicago. "Our people are what makes Digitas one of the best places to work in Chicago. Their spirit, energy and collaboration contribute to the overall success of the agency and the work we do for our clients. "

Companies are evaluated based on two complimentary surveys. The first focuses on quantitative issues such as promotions, compensation, hiring practices, healthcare and more. The second survey was online and measured employee engagement, the degree to which employees feel committed and involved in their work.

Digitas employees are featured in two videos produced by Crain's Chicago. The first discusses the five factors that make up a great workplace: <http://www.chicagobusiness.com/cgi-bin/multiMedia.pl?mmlid=632>.

The second video features employees sharing their favorite perks at work: <http://www.chicagobusiness.com/cgi-bin/multiMedia.pl?mmlid=633>.

For more information about the list, please visit: <http://www.chicagobusiness.com/bestplaces>

This honor is the most recent in a string of similar awards. Digitas offices in Boston, Detroit, and New York have received similar honors from the *Boston Business Journal*, the Michigan Business and Professional Association (MPBA), and the New York State Society for Human Resource Management, respectively.

### 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. 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](http://www.digitas.com)