

DIGITAS AND DIGITAS HEALTH ARE NAMED FINALISTS AT THE WEBBY AWARDS

Digitas also named Official Honoree in three categories

NEW YORK - April 20, 2010 - Leading global digital marketing and media agency Digitas (www.digitas.com) and next-generation healthcare marketing agency Digitas Health (www.digitashealth.com) are being honored in several different categories at the Webby Awards. Now in its 14th year, the Webby Awards are the Internet's most respected symbol of success.

Digitas' "Call Woody" campaign for T.G.I Friday's is a finalist for the "Rich Media: Promotional" award in the Interactive Advertising Category, while Digitas Health's "Good to Share" campaign for MedImmune is a finalist for the "Pharmaceuticals" award in the Websites category.

All of the finalists have also been nominated for the Webby People's Voice Awards, where the public casts votes online for one winner in each of the four categories (Websites, Interactive Advertising, Online Film & Video, and Mobile). The winners of the Webby Awards and the People's Voice Awards will be announced on May 3rd.

Additionally, Digitas has also been named an Official Honoree in several categories. The Official Honoree distinction is awarded to the top 15% of all work - a true accomplishment given that there were nearly 10,000 entries received from all 50 states and over 60 countries. For the Interactive Advertising category, the "Call Woody" campaign was named an Official Honoree for Rich Media: B TO C, while the agency's holiday card promotion, "Let's Get Flurrious" was honored for Viral Networking. The American Express "Official 2009 US Open iPhone App" is being honored for "Experimental & Innovation" in the Mobile category.

Nominees

- > RICH MEDIA: PROMOTIONAL (INTERACTIVE ADVERTISING)
Client: T.G.I. Friday's | Project: Call Woody
http://www.nycworkshowcase.com/shows/webby_2010/tgif_call_woody.html
Agency: Digitas
- > PHARMACEUTICALS (WEBSITES)
Client: MedImmune | Project: Good to Share
<http://www.goodtoshare.com/>
Agency: Digitas Health

Official Honorees

- > VIRAL NETWORKING (INTERACTIVE ADVERTISING)
Client: Digitas | Project: Let's Get Flurrious

<http://www.flurrious.com/about>

Agency: Digitas

- > RICH MEDIA: B TO C (INTERACTIVE ADVERTISING)
Client: T.G.I. Friday's | Project: Call Woody
http://www.nycworkshowcase.com/shows/webby_2010/tgif_call_woody.html
Agency: Digitas

- > EXPERIMENTAL & INNOVATION (MOBILE)
Client: American Express OPEN | Project: Official 2009 US Open iPhone App
(<http://www.openforum.com/>)
Agency: Digitas

The nominations and distinctions come on the heels of Digitas winning one of *BtoB Magazine's* inaugural Social Media Marketing Awards for the American Express OPEN Forum campaign, with agency partners Crispin, Porter+Bogusky and Federated Media. Digitas also recently won a Gold REGGIE® at the REGGIE Awards in the National Consumer category for the T.G.I. Friday's Woody's Burger Bet promotion.

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)

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, New York, Boston and London, 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 third largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications.

www.digitashealth.com | www.facebook.com/digitashealth | www.twitter.com/digitas_health

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