

DIGITAS USA NAMED AGENCY OFFICE OF THE YEAR AT FESTIVAL OF MEDIA AWARDS

Agency Also Took "The Creativity Award" for Holiday Inn Express' Stay Smart, America

BOSTON - FOR IMMEDIATE RELEASE - Digitas USA picked up the Agency Office of the Year prize last night at the Festival of Media Awards in Valencia, Spain (www.festivalofmedia.com). The agency was also awarded "The Creativity Award" for Holiday Inn Express' Stay Smart, America campaign. The campaign was also "Highly Commended" in the Best Event/Activation Category.

Holiday Inn capitalized on the unprecedented level of media interest in the 2008 U.S. Presidential race by creating a media conversation around the Holiday Inn Express brand positioning. In the midst of the most expensive campaign in history, the Stay Smart, America (<http://tinyurl.com/cl69vk>) exposed how fiscally responsible- and irresponsible- the Presidential candidates were.

Additionally, Digitas work was shortlisted in seven categories including The Award for Branding Bravery, Best Use of the Digital Landscape, and Best Consumer Driven/Community Campaign. Work honored included MARS Starburst "Share Something Juicy" (<http://tinyurl.com/dijmow>) and Digitas Health's Celebration Chain (<http://tinyurl.com/dzktjw>) work for AstraZeneca.

Launched in 2007, the Festival of Media is the world's premier gathering of senior media executives from advertisers, media agencies and media owners. The Festival of Media Awards were designed to celebrate the very best in media work and the contribution made by great media-thinking.

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

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 and New York, 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 fourth largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications. For more information, please visit www.digitashealth.com.