

DIGITAS



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DIGITAS NAMED ONE OF THE "BEST PLACES TO WORK IN BOSTON" BY THE BOSTON BUSINESS JOURNAL

Digitas is the only marketing communications agency to make the list

BOSTON- June 16, 2010 - Digitas (www.digitas.com), a leading integrated brand agency, has been named one of the "Best Places to Work in Boston" in 2010 by the *Boston Business Journal (BBJ)*. The annual award honors organizations in Boston "where employees exhibit a sense of pride, are willing to stretch beyond their perceived capabilities and are heavily invested in the well-being of the company." This is the sixth year that Digitas has made the list. The agency was ranked 13th and was the only marketing communications agency to be honored.

"We strive to reward passion, individual contribution, talent and big ideas," said Colin Kinsella, President, Digitas North America. "I'm pleased to say that we're delivering on this and have built an environment of creativity and innovation with a team of energetic employees who embody success and commitment. We're inspired by the uniqueness of our people and are honored by this recognition."

The BBJ's Best Places to Work was compiled through a survey conducted by Quantum Workplace. Employees of nominated companies were asked to complete an online survey. Categories included work environment, work-life balance, job satisfaction, advancement opportunities, management, compensation and benefits.

Organizations featured on the "Best" list exemplify nine essential ingredients: an authentic spirit of trust, the ability to take prudent risks, a can-do attitude that promotes pragmatic optimism, the capacity to manage the fundamentals, the courage to make, acknowledge and repair mistakes, a commitment to work with others, development of a diverse team, rewarding of successful projects and a safe work environment.

This announcement comes on the heels of Digitas Boston winning a number of new clients, including Aflac, Sears and Goodyear. Additionally, this honor is the most recent in a string of similar awards for Digitas. Offices in Chicago, Detroit, New York and Stamford have received similar honors from The Business Ledger in partnership with Best Companies to Work Group, *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, the New York State Society for Human Resource Management and the Best Companies Group.

For more information about the list, please visit:

<http://boston.bizjournals.com/boston/stories/2010/04/26/daily50.html>

About Digitas

Digitas is a leading global integrated brand 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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