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DIGITAS RANKED #1 INTERACTIVE SPECIALTY AGENCY BY PROMO MAGAZINE

Agency Also Ranked #2 Overall in Agency in Promo 100

BOSTON - FOR IMMEDIATE RELEASE -Digitas (www.digitas.com), a leading global digital marketing and media agency, was ranked first by *Promo Magazine* in the interactive agency specialty category of the Promo 100. Additionally, the agency was ranked second in the overall agency rankings of 100 agencies. Digitas was also named *Promo Magazine's* Agency of the Year in 2008.

PROMO Magazine's annual ranking of the industry's top promotion and integrated marketing services recognizes the best and brightest agencies in the promotion industry, allowing agencies to weigh themselves against competitors, while showcasing their strengths to existing and potential clients. The magazine's ranking of 100 agencies included start-ups to mega-conglomerates, ranked in order of U.S. net revenue.

Additionally in 2009, the agency was awarded "Agency Office of the Year" at the Festival of Media, "Agency of the Year" by *OMMA Magazine*, and "Best Interactive Agency of the Year", Les Agences de l'Année, France. Additionally, the agency has been a "Top Agency" for five years running by *BtoB Magazine*.

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.

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