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DIGITAS ELEVATES SEVEN LEADERS TO EVP AND SVP

Digitas Leaders in Boston, New York and Stamford are Promoted to Executive Positions

BOSTON, MA - June 30, 2010 - Colin Kinsella, President of Digitas North America (www.digitas.com), today announced seven executive promotions for the agency. Two Digitas employees, Dan Beder and Norman DeGreve, have been promoted to the position of Executive Vice President, and another five have been promoted to the position of Senior Vice President: Michael Cohen, Marc Garbarini, Victor Lee, Thomas Meisner and William Seabrook.

"All seven of these leaders have shown an incredible amount of talent, passion and drive," said Kinsella. "Their hard work to drive brand and business results and the leadership they provide has been instrumental to the success of our clients and our agency."

The seven U.S. promoted leaders are as follows:

EXECUTIVE VICE PRESIDENT

- > Dan Beder, Marketing, Boston
- > Norman DeGreve, Strategy & Analysis, Boston

SENIOR VICE PRESIDENT

- > Michael Cohen, Strategy & Analysis, New York
- > Marc Garbarini, Creative, New York
- > Victor Lee, Marketing, Boston
- > Thomas Meisner, Finance, New York
- > William Seabrook, Creative, Stamford

Dan Beder - Marketing

Beder joined Digitas in 1996. In his new role he will continue to help lead the Procter & Gamble account as well as partner with the other leaders of the Boston region to improve the quality of our work, the skills of our people and the efficiency of operations.

Norman DeGreve - Strategy & Analysis

DeGreve joined Digitas in 2001. He is deeply involved in the integration of strategy, media and analytics, and has been tapped by Publicis Groupe to participate in an effort to explore other value creation opportunities in the agency business.

Michael Cohen - Strategy & Analysis

Cohen joined Digitas in 2005. In his new role, he will be the S&A lead for the American Express relationship as well as the lead talent management for the capability.

Marc Garbarini - Creative

Garbarini joined Digitas in 2003. In his role, he partners with Lincoln Bjorkman on American Express initiatives, as well as the other leaders in the New York region to grow business and maintain client relationships.

Victor Lee - Marketing

Lee joined Digitas in 2004. He has taken on an expanded role leading and driving innovation on many accounts including the newly won Goodyear account. He also continues to lead the Branded Entertainment work Digitas creates for General Motors.

Thomas Meisner - Finance

Meisner joined Digitas in 2000. He serves as an integral partner on the leadership team to drive financial outcomes and mitigate risk. Thomas has built strong relationships with client procurement departments and other agency finance partners.

William Seabrook - Creative

Seabrook joined Digitas in 2004. He has built and shaped Creative in Stamford and will continue to evolve client relationships, win new business and provide creative inspiration to the staff.

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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