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DIGITAS CONTINUES TO STRENGTHEN GLOBAL LEADERSHIP

INDUSTRY VISIONARY STEPHAN BERINGER JOINS AS PRESIDENT, INTERNATIONAL

Charged with Global Expansion and Growth in Global Client Relationships

Boston, MA - July 09, 2009 - Laura Lang, CEO of leading global digital marketing agency Digitas (www.digitas.com), announced today the appointment of Stephan Beringer as president, international of Digitas. He will report directly into Lang and will sit on her Global Executive Board.

Responsible for overseeing all non-US markets -- EMEA, LatAm, and Asia-Pac -- Beringer will drive organic and new business growth in those regions, continue to strengthen Digitas' global footprint, and help grow the Agency's global client relationships. Existing offices under Beringer's watch include the United Kingdom, China, Singapore, India, France, Sweden and Brazil.

A founding member of TribalDDB Worldwide credited with significantly growing the agency in its European region, and a pioneer of the interactive space, Beringer most recently served as global chief strategic officer and president of TribalDDB EMEA.

Laura Lang said, "Stephan is one of the most dynamic, talented, high profile operators in the digital space; he has proven success scaling clients and agency networks. I'm looking forward to partnering with him on building our global Digitas footprint as well as building the very best marketing programs for our clients."

Stephan Beringer said, "Digitas is moving at a very high pace, which has really impressed me. My international experience and understanding of business creativity and innovation is meant to add to the further development of Digitas' key position in the market, and this will be a very exciting journey I'm very much looking forward to."

About Stephan Beringer

A founding member of TribalDDB Worldwide, Beringer was responsible for launching the German operation in 1995 and the Austrian office in 1999. Through his role as CEO of Tribal Germany and Tribal Austria, he became a member of TribalDDB's European Board in 2001, and took over as regional lead in 2005. Beringer has been responsible for Tribal DDB in the EMEA region with its 22 offices and clients including Air France, KLM, McDonald's, Philips, Unilever and Volkswagen.

Even though he is regarded as a true pioneer of interactive space, Beringer's experience began with media-neutral roots. Since the nineties, he has worked in the advertising and marketing space, while

at the same time setting up and eventually leading one of the first integrated agency units in the German market, later known as TribalDDB Munich.

He holds a degree in law and has previously worked in the music and film industries.

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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