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## DIGITAS NAMED ONE OF THE 11 ELITE WINNERS FOR "CHICAGO'S 101 BEST AND BRIGHTEST COMPANIES TO WORK FOR"

### Digitas Honored Third Consecutive Year in Contest; Second Time Elite Winner

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CHICAGO - August 4, 2010 - Digitas ([www.digitas.com](http://www.digitas.com)), a leading global integrated brand agency, has been honored as one of the 11 Elite Winners among the list of "Chicago's 101 Best and Brightest Companies to Work For." The annual list is issued by the National Association of Business Resources (NABR) in recognition of companies that foster exceptional workplaces for their employees. Digitas was honored as an Elite Winner in the "Retention and Recognition" category for its outstanding human resources practices.

Tony Weisman, President of the Digitas Boston-Chicago-Detroit Region and Global Client Leader, said of the honor: "It's an honor to continue to be recognized by the NABR and this award goes to everyone in the office. Volunteer days, bowling nights, baseball games, and spontaneous celebrations like Cinco de Mayo are all employee ideas we loved and worked to make happen. We're a creative company and we want everyone to be passionate about our client work and in part, that passion comes from a having an inspirational workplace. That translates to more collaborative teams, big ideas, and great work for our clients."

This is the third consecutive year that Digitas has been named as one of "Chicago's 101 Best and Brightest," and it is the second time in three years that the agency has been recognized as one of the list's 11 Elite Winners.

The NABR selects the 101 winners based on scores from an anonymous employee satisfaction survey and an extensive questionnaire. The highest performers on that list are classified as the Elite Winners in 11 categories: Communication, Community Initiatives, Compensation and Benefits, Diversity and Multiculturalism, Employee Education and Development, Employee Engagement and Commitment, Recognition and Retention, Recruitment and Selection, Work-Life Balance, Small Business and the "Best of the Best" Award.

This announcement comes on the heels of several other prestigious honors received by Digitas Chicago including "[Best Place to Work in Illinois](#)" by the Best Companies to Work Group, "Top 50 Employers for Generation Y Chicago" by Brill Street + Company, and "Crain's Chicago's Best Places to Work."

Additionally, this honor is the most recent in a succession of similar awards for Digitas. Offices in Boston, Detroit, New York, and Stamford have received similar honors from the *Boston Business Journal*, Crain's Detroit Business, *Detroit Free Press*, Fusion Detroit, the Michigan Business and Professional Association, and the New York State Society for Human Resource Management.

For more information about the awards, please visit: [www.101bestandbrightest.com](http://www.101bestandbrightest.com).

Stay up-to-date with the latest on Digitas Chicago on Facebook: [Digitas Chicago](#)

**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.

Publicis Groupe [Euronext Paris: FR0000130577] is the world's third largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals.

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