



Contact:  
Julie Gomstyn  
Corporate Communications  
+1 617-369-8020  
Julie.Gomstyn@digitas.com

## DIGITAS NAMED ONE OF "METROPOLITAN DETROIT'S 101 BEST AND BRIGHTEST COMPANIES TO WORK FOR" THREE YEARS IN A ROW

---

DETROIT - September 22, 2010 - Digitas ([www.digitas.com](http://www.digitas.com)), a leading integrated brand agency, has been named one of "Metropolitan Detroit's 101 Best and Brightest Companies to Work For" in 2010 by the Michigan Business & Professional Association (MBPA). The annual list recognizes companies that foster exceptional workplaces for their employees. This is the third year in a row that Digitas Detroit has received this honor.

This announcement follows several other prestigious honors received by Digitas Detroit, including "Next Generation Innovation Company" by Fusion Detroit and *Crain's Detroit* "Cool Place to Work" and "Cool Place in Tough Times," as well as one of the *Detroit Free Press's* "Top Workplaces."

Additionally, this honor is the most recent in a string of similar awards for Digitas. Offices in Boston, Chicago, New York, and Stamford have received similar honors from the *Boston Business Journal*, the *Business Ledger*, *Crain's Chicago Business*, the National Association for Business Resources, Brill Street + Company, the New York State Society for Human Resource Management, and the Best Companies Group.

### 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.

[www.digitas.com](http://www.digitas.com) | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](https://www.facebook.com/Digitas)

###