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DIGITAS' CARL FREMONT IS AN OMMA MEDIA ALL STAR

MediaPost Recognizes Fremont for Outstanding Media Leadership

NEW YORK - September 29, 2010 - Carl Fremont, EVP/Global Media Director at [Digitas](#), the leading global integrated brand agency, was honored last night as an Online All Star in the Media category during the [OMMA Global](#) New York Conference and Expo at [Advertising Week](#). The editors of MediaPost's OMMA magazine and OnlineMediaDaily recognized media leader Fremont as a star who has "pushed business to new levels of excellence through his outstanding achievements and thought leadership."

Laura Lang, CEO Digitas, said of the honor: "Carl has always been a media innovator at the agency. As one of the largest digital media buyers in the world, Digitas counts on his deep media partnerships and gift for indentifying new media opportunities. On the other side, his ability to nurture rising stars has led to a deep team of passionate experts who create and execute winning media plans for clients. We're thrilled that his achievements have been recognized by OMMA."

Fremont Leads Digitas in Media Innovation and Results for Global Clients

As global media director, Carl leads a department that has become one of the top buyers and strategists of digital media. With Carl driving media innovation, Digitas has been awarded an Agency of the Year, and Silver Honors, Interactive Agency of the Year by *OMMA Magazine* as well as agency of the year by the Festival of Media.

Additionally, Carl is a respected industry thought leader who has spoken at leading venues such as OMMA Publish, Columbia University and Digital Hollywood, and has been published in various industry pieces and books. Carl also serves on the board of directors at the Advertising Club in New York.

OMMA Online All Stars: Innovators, Visionaries and Evangelists

The 2010 Online All Stars Award reception was hosted on September 28, 2010 in New York. The event brought together the leading agencies and media-buying companies, with hundreds of their executives to celebrate Fremont and the other industry's 2010 winners.

The Online All Stars awards began in 2005 to honor the individuals—media strategists, marketers and creatives—who are the innovators, visionaries and evangelists that any team would want on the front line.

The All Star honor follows the agency's Monday night OMMA Award win for the overall website excellence in the Automotive category for its Buick Regal Moment Of Truth campaign.

For more information on the OMMA All Star Awards, please visit the [MediaPost](#) website.

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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