

T.G.I. FRIDAY'S WOODY WINS BOTH GOLD AND SILVER AT THE IAB MIXX AWARDS

Digitas, Publicis and Spark Communications are honored for Rich Media Display

NEW YORK – September 30, 2010 – Digitas (www.digitas.com), a leading global integrated brand agency, and sister agencies Publicis and Spark Communications, have been honored with two [IAB MIXX Awards](#) for their work with T.G.I. Friday's in the Rich Media Display Ad category. The MIXX Awards, presented by the Interactive Advertising Bureau (IAB), recognize the brand marketers and agencies responsible for the most innovative and effective interactive advertising of the year. Year after year, Digitas has been honored by MIXX, and for 2010 Digitas and T.G.I. Friday's took home a Gold for the "Call Woody" display ad and a Silver for "DeBurger Woody."

> GOLD: Rich Media Display Ad
Client: T.G.I. Friday's | Project: Call Woody
Agencies: Digitas, Publicis, Spark Communications

> SILVER: Rich Media Display Ad
Client: T.G.I. Friday's | Project: DeBurger Woody
Agencies: Digitas, Publicis, Spark Communications

These awards come on the heels of other honors that Digitas received during [Advertising Week](#). On Monday at the [OMMA Awards](#), Digitas was recognized in the Website Excellence category for the Buick "Moment of Truth" website. On Tuesday, Carl Fremont, EVP/Global Media Director for Digitas, was honored for his media creativity as an [OMMA Online All Star](#). And last week, Mark Beeching, Digitas Worldwide Chief Creative Officer, was honored as an [Agency Innovator](#) by *The Internationalist* magazine.

An immensely successful campaign, T.G.I. Friday's Woody has won a number of other industry awards. In 2010, Digitas, Publicis and Spark Communications won a Webby People's Voice Award for the work in the Rich Media: Promotional category. The campaign also won a Gold REGGIE® at the REGGIE Awards in the National Consumer category.

To view the creative for "Call Woody" and "DeBurger Woody," please visit the [2010 IAB MIXX Awards Winner's Gallery](#).

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.