



Contact:

Belle Lenz
DiGennaro
Communications
(212) 966 9525
Belle@digennaroNY.com

DON DURBIN JOINS DIGITAS CHICAGO AS SENIOR VICE PRESIDENT, MARKETING

Industry Veteran Joins from Element 79

CHICAGO, IL - For Immediate Release - Tony Weisman, President of the Chicago office of leading global digital marketing agency Digitas (www.digitas.com), announced today that Don Durbin has joined the agency as senior vice president, marketing. Durbin, who reports to Weisman, has been tapped to lead the agency's MillerCoors account.

"We're thrilled to welcome Don to the agency," said Weisman. "His breadth and depth of experience and insight into building iconic brands will complement and enhance our already talented leadership team."

Durbin brings over 17 years of advertising experience and more than 13 years of experience with beverage marketers. Prior to joining Digitas, he was senior vice president, management director for Element 79, where he led the day-to-day relationship with the agency's Gatorade, Propel and G2 accounts. While in this role, Durbin was responsible for the launches of the Gatorade Rain, G2 and Gatorade Tiger product lines. Previously, he held leadership roles at JWT, America Online, Campbell-Ewald, and Y&R. Durbin began his career in advertising at DDB.

"I came to Digitas to be a part of a worldwide leader in digital advertising," said Durbin. "I'm excited to work for an agency that really understands that marketing is emotional and can create bonds between people and brands."

Durbin holds a B.A. from Miami University, an M.B.A from University of Georgia and a M.S. in Advertising from Northwestern University.

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.

###