

DIGITAS



Contact:
Julie Gomstyn
Corporate Communications
(617) 369-8020
Julie.Gomstyn@digitas.com

NEW ENGLAND PATRIOT MATT LIGHT AND DIGITAS CELEBRATE THE LAUNCH OF A NEW WEBSITE FOR THE LIGHT FOUNDATION

Light makes a special appearance at the office of Digitas to thank them for their work

BOSTON - February 23, 2010 - On Monday, New England Patriot Tackle Matt Light celebrated the launch of a new website for his charity organization, the Light Foundation (www.MattLightFoundation.org). Light visited the Boston office of leading global marketing agency Digitas to thank them for their pro-bono site redesign.

"I want to thank to the Digitas team for helping me bring the important work of the foundation to life on the new website," said Light. "The new site really captures the efforts of the foundation to help kids achieve their potential -- and helped us to focus our mission."

"We're thrilled to be working with the Light Foundation," said Glenn Engler, President of the Boston region for Digitas. "The work that they do has a huge impact on the youth, on the community. What we wanted to do was relaunch their website in such a way that more people could get more easily involved with the Foundation and donate to its cause."

Digitas' relationship with the Light Foundation began in September 2008, when a group of employees volunteered at the annual Matt Light Celebrity Shootout. Since then, the agency has done a complete redesign of the site, including its layout, navigation, and content. The team also created a brand new logo and filmed a video message with Matt introducing users to the new site.

About the Light Foundation

The Light Foundation strives to instill and augment the value of responsibility, accountability, and hard work by providing youth with unique learning experiences that assist them in reaching their highest potential. Our goal is to lead young people down a path to becoming responsible members of their community who are capable of passing on the torch of leadership and achievement to their friends and families. Visit www.MattLightFoundation.org for more information.

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.

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

###