

# DIGITAS

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## DIGITAS HONORED AS ONE OF "DETROIT'S 101 BEST AND BRIGHTEST COMPANIES TO WORK FOR"

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DETROIT, MI - For Immediate Release - Leading global digital marketing and media agency Digitas ([www.digitas.com](http://www.digitas.com)) has been named one of "Detroit's 101 Best and Brightest Companies to Work For." This annual award competition by the Michigan Business and Professional Association (MBPA) selects companies that demonstrate exceptional workplace initiatives for employee satisfaction and best practices in human resources.

The announcement caps an exciting year for Digitas Detroit, which just last month named Tamy Harms managing director. The agency has more than doubled its staff and, in 2007, was named one of *Crain's Detroit Business'* "Cool Places to Work."

"This office has grown rapidly in recent years, yet our commitment to our employees has never wavered," said Harms. "We strive to create an environment in which our employees feel respected and poised for success. We are extremely proud to now be recognized for those efforts."

This honor is the most recent in a string of similar awards. Offices in Boston, Chicago, New York and Philadelphia have received similar honors from the *Boston Business Journal*, *Crain's Chicago Business*, New York State Society for Human Resource Management and *Philadelphia Business Journal* respectively.

### 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](http://www.digitas.com)

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