

OMMA MAGAZINE NAMES DIGITAS 2008 GOLD AGENCY OF THE YEAR

BOSTON, MA - For Immediate Release - Leading global digital marketing and media agency Digitas (www.digitas.com) has been named *OMMA* Magazine's 2008 Gold Agency of the Year. This honor, representing "the best of class in the online advertising community," is awarded yearly by *OMMA*'s editorial staff. This is the first "Agency of the Year" win for Digitas and the third time that Digitas has been honored by *OMMA*.

Digitas was also recognized for the launch of The Third Act, its branded content arm, and making strides in creativity and innovation. *"In 2008, Digitas did more than grow. For one, it became more creative, as evidenced by edgy, outlandish campaigns such as the 'Share Something Juicy' effort for Starburst. Clients still come to Digitas because of its analytics and CRM capabilities, but today, the shop is becoming stronger at producing media-influenced creative; messages that live within their audiences' milieu..."* stated the editorial announcing the honor.

The award will be presented during a celebration at the Yale Club of New York on January, 20th.

Most recently, Digitas has also been honored as Interactive Agency of the Year by Grand Prix des Agences de l'Année in France and, its pharma brand, Digitas Health, named All-Stars Agency of the Year by *Medical, Marketing & Media Magazine* (MM&M). In 2008, Digitas was also awarded top honors by additional leading industry publications in the U.S., being named Agency of the Year by *BtoB Magazine*, Agency of the Year by *PROMO Magazine*, and named to *Advertising Age's* Digital A-List.

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