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DIGITAS NAMED ONE OF THE *CRAIN'S* "BEST PLACES TO WORK IN CHICAGO" FOR SECOND YEAR

The only marketing agency on the list moves up one spot to #4

CHICAGO- March 29, 2010 - Digitas (www.digitas.com), a leading global digital marketing and media agency, has been named one of the "Best Places to Work in Chicago" in 2010 by *Crain's Chicago Business*. The annual award honors companies in Chicago that foster great work environments and go the extra mile for their employees. This is the second year in a row that Digitas has made the list. The agency was ranked #4 (moving up one spot from last year) and was the only marketing communications agency to be honored.

"This honor goes out to our employees," said Tony Weisman, President, Digitas Chicago Region and Global Client Leader. "Great people are the key ingredient to creating a great place to work. Day after day I continue to be awed and inspired by our employees' dedication, drive, passion and spirit."

Companies are evaluated based on two complimentary surveys. The first survey focuses on quantitative issues such as promotions, compensation, hiring practices, healthcare and more. The second measures employee engagement, the degree to which employees feel involved and committed to their work.

This announcement comes on the heels of Digitas Chicago being named one of the "Top 50 Employers for Generation Y Chicago" by Brill Street + Company. The agency was also named one of "Best Companies to Work for in Illinois" in 2009 by the Best Companies Group and one of Chicago's "101 Best and Brightest Companies to Work For" in 2008 and 2009 by the National Association for Business Resources.

Additionally, this honor is the most recent in a string of similar awards for Digitas. Offices in Boston, Detroit, New York and Stamford have received similar honors from the *Boston Business Journal*, *Crain's Detroit Business*, *Detroit Free Press*, the Michigan Business and Professional Association, the New York State Society for Human Resource Management and the Best Companies Group.

For more information about the list, please visit: <http://www.chicagobusiness.com/bestplaces>

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. (Euronext Paris: FR0000130577) is the world's third 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.

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