



DIGITAS

CARE.COM ANNOUNCES NEW PARTNERSHIP WITH DIGITAS

The Global Advertising Company will Offer Care.com's Services to Its 2,100 U.S.-Based Employees

WALTHAM, MA - April 25, 2011 - [Care.com](http://www.care.com), Inc. (<http://www.care.com>) the premier source of trustworthy family care options for [children](#), for [adults & seniors](#), [pets](#) and [home & lifestyle](#), today announced a partnership with [Digitas](#), a leading integrated brand agency, that will enable its more than 2,100 employees in the U.S. to have access to leading online resource for families in need of care.

Through this partnership, Digitas employees will receive access to Care.com's high-quality, local caregivers. Employees will be able connect with local [babysitters](#), [nannies](#), special needs care, [senior home care](#), pet sitters, tutors and housekeepers through a national network of trusted caregivers. Families in need of quality caregivers can search by ZIP code, service and pay rate to find high-quality care providers in their area.

Investing in family care support has been proven to lower operating costs while reducing employee absenteeism and improving "presenteeism." The U.S. Department of Labor says that child care resource and referral services can reduce employee absence due to child care by 40 percent. Additionally, the U.S. Department of Labor reports that each dollar spent by an employer to help with care giving has a payback to the employer of 2.5 to 5 times the investment. Services like Care.com ensure that employees have the care they need for their families so they can arrive at work focused and fully engaged.

"I'm thrilled to have Digitas as a Care.com partner, offering our benefits program to their employees," said Sheila Lirio Marcelo, Founder and CEO of Care.com. "Digitas joins companies ranging from educational institutions to technology companies to Fortune 500 companies who see the value in providing a trusted family care resource for its employees."

"At Digitas, our people are our most important asset. Helping them maintain their work-life balance is a top priority, which is why the agency offers a wide range of resources that includes flex time options, parental support networks, and now Care.com." said Judy Jackson, SVP, Global Head of Human Resources, Digitas. "Providing our employees access to the help they need is all part of the agency's collaborative spirit-and it's one of the reasons that Digitas has won 20 Best Places to Work awards in just two years."

At Care.com families can search mom-reviewed and prescreened profiles of hundreds of thousands of [babysitters](#), [nannies](#), [tutors](#), [housekeepers](#) and [senior caregivers](#), both locally and nationally. Care.com gives families access to detailed background check reports and recorded reference interviews, adding a layer of confidence and security when making important decisions regarding personal family care needs.

The introduction of Care.com's new "News and Views" page further enriches the Care.com experience, as members can find valuable features that relate to their specific care needs, including the essential, such as how-to guides for finding and hiring the right care provider to the helpful, such as the

Care.com pay calculator. A variety of blogs from writers in the area of senior care to pet care to parenting address topical subjects that range from managing specific family care needs at various stages to all the bumps along the road.

About **Digitas**

[Digitas](#), the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards.

Digitas also operates the brand content platform, The Third Act.; producers of first and most well renowned event on digital content, Digital Content NewFront; the healthcare marketing brand, Digitas Health; and, Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, 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.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: www.publicisgroupe.com

www.digitas.com | Twitter: [@Digitas](#) | Facebook: [Digitas Fan Page](#) | Blog: [Digitas Distillery](#)

About Care.com, Inc.

Founded in 2006, Care.com is the largest and fastest growing service used by families to find high-quality caregivers, providing a trusted place to easily connect, share caregiving experiences and get advice. The company addresses the unique lifecycle of care needs that each family goes through—[child care](#), [special needs](#) care, [tutoring and lessons](#), [senior care](#), [pet care](#), [housekeeping](#) and more. The service helps families find and select the best care available based on detailed profiles, background checks and references for hundreds of thousands of mom-reviewed and pre-screened providers who seek to share their services. Through its Care.com [Employer Program](#), corporations can offer Care.com memberships as a benefit to employees. www.care.com

###