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GOODYEAR SELECTS DIGITAS AS INTERACTIVE AGENCY OF RECORD

BOSTON - For Immediate Release - The Goodyear Tire & Rubber Company has selected Digitas (www.digitas.com) as interactive agency of record (AOR). Digitas will work with Goodyear's other agency roster members to help continue generating demand for Goodyear brands. The selection was made following a formal review.

As interactive AOR, Digitas will develop a transformational, unified consumer web platform and handle all digital assignments including consumer web, digital marketing, digital media planning and buying, social and mobile marketing, search, and CRM.

"Digitas demonstrated a remarkable commitment to our team, and an excellent understanding of both our current and future business needs," said Scott Rogers, chief marketing officer for Goodyear's North American Tire consumer business. "We believe we have selected an agency that will complement and enhance the skill set of our total agency roster, enabling improved communications to consumers and shoppers across the total marketing spectrum."

"A continued focus on demand generation shows why Goodyear is a market leader. We bring to them a deep understanding of how people consume digital media and use technology to get involved in digital communities. This is where brand commitment can be solidified to aid Goodyear's strong dealer network," said Glenn Engler, President of Digitas Boston Region. "We're thrilled to bring this expertise to Goodyear and couldn't be more excited to get started."

This announcement comes on the heels of CA Inc., the IT management software and solutions company, selecting Digitas to handle digital assignments including creative and strategy.

About Goodyear

Goodyear is one of the world's largest tire companies. It employs approximately 69,000 people and manufactures its products in more than 57 facilities in 23 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear, go to www.goodyear.com/corporate.

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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