

BTOB MAGAZINE HONORS AMERICAN EXPRESS OPEN AND DIGITAS AT INAUGURAL SOCIAL MEDIA MARKETING AWARDS

American Express "OPEN Forum" Takes Top Spot in Integrated Category

NEW YORK - April 13, 2010 - American Express OPEN and Digitas (www.digitas.com), a leading global digital marketing and media agency, has won one of inaugural Social Media Marketing Awards for the American Express OPEN Forum campaign, with agency partners Crispin, Porter+Bogusky and Federated Media. The campaign is being honored in the Integrated (Nontech) category. Winners will be recognized at BtoB's Social Media Award Breakfast in May.

- > INTEGRATED (NONTECH)
Client: American Express OPEN | Project: OPEN Forum (<http://www.openforum.com/>)
Agencies: Crispin, Porter+Bogusky; Federated Media; Digitas

Of the honor, BtoB Magazine stated: "AmEx marketers and their agency partners have leveraged every appropriate form of social media with great success to raise awareness. The success of OPEN Forum attests to the new reality of marketing: Content really is king."

This award comes on the heels of Digitas winning a Gold REGGIE® at the REGGIE Awards for their T.G.I. Friday's Woody's Burger Bet promotion. In 2009, Digitas and American Express took Best Premium-Based Promotion at the PROMO Pro Awards for their "Wishlist" campaign, as well as the Gold in the Business-to-Business category at the IAB MIXX Awards for their "OPEN Syndicated Content Player" campaign.

For more information on the Social Media Marketing Awards, please visit:
http://www.btobonline.com/section/sma_rollup

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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