

DIGITAS

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DIGITAS DETROIT HONORED AS "NEXT GENERATION INNOVATION COMPANY" AT THE HORIZON AWARDS

Digitas' Rahul M. Agaskar also honored in the Engineering/Tech Services category

DETROIT - April 16, 2010 - Leading global digital marketing and media agency Digitas (www.digitas.com) has been named the "Next Generation Innovation Company" at the Horizon Awards in Detroit. Now in its second year, the Horizon Awards are sponsored by Fusion, the Detroit Regional Chamber's young professionals organization. Digitas has been recognized for its employee development and community engagement activities, including The Junior Leadership Team, Mentor Program and their volunteer efforts in Metro Detroit.

Additionally, Digitas employee Rahul M. Agaskar took home a Young Professional award in the Engineering/Tech Services category. With more than 100 nominations received, Agaskar is one of nine young professionals honored for their business accomplishments and outstanding work within the community. A principal software engineer, he has worked at the agency since 2007.

"Our people are our most valuable asset and we believe that we owe it to our employees to offer programs that enrich their lives both inside and outside of work," said Tamy Harms, Managing Director, Digitas Detroit. "We're really excited to be honored for our efforts in this area. I'm extremely proud of Rahul and all of our employees for making Digitas a truly, great innovative place to work."

Digitas Detroit has been named one of "Metropolitan Detroit's 101 Best and Brightest Companies to Work For" in 2008 and 2009 by the Michigan Business and Professional Association (MBPA). The office has also been named "Cool Place to Work" and "Cool Place in Tough Times" by *Crain's Detroit Business*.

Additionally, this honor is the most recent in a string of similar awards for Digitas. Offices in Boston, Chicago, New York, and Stamford have received similar honors from the *Boston Business Journal*, *Crain's Chicago Business*, the National Association for Business Resources, Brill Street + Company, the New York State Society for Human Resource Management, and the Best Companies Group.

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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