



Digitas and The Third Act Present 2nd Annual Digital Content NewFront

*Former Vice President and Current TV Co-Founder Al Gore,
Comedian Tom Green Among Headliners at Internet Week New York Event*

New York – May 19, 2009 – Leading global digital marketing agency Digitas (www.digitas.com) and its brand content entity, The Third Act, will host the second annual Digital Content NewFront on Wednesday, June 3 in New York City, as part of Internet Week New York. (www.digitalcontentnewfront.com)

The invite-only event will also be streamed live online starting at 1 p.m. ET. Viewers can log on to <http://www.digitalcontentnewfront.com/live/> at that time to tune in to the day's panels and discussions.

The event will build on last year's inaugural event to dive deeper into the themes surrounding content produced for digital distribution and activation through this year's central theme, "The Digital Content Marketplace."

The Digital Content NewFront brings together the most advanced thinkers in the industry to present ways in which marketers, creators, talent and distributors can work together and better form lasting relationships. Held just after the traditional broadcast Upfronts wrap up, DCFN will not only explore evolving models of original digital content creation and distribution, but also brand strategies for planning, developing and funding original digital programming.

DCFN will feature an eclectic line up of speakers and participants who exemplify the event's themes of innovating, planning, implementing, and optimizing brand content as part of effective marketing strategies. Speakers at DCFN '09 include:

- **Former US Vice President and Current TV Co-Founder Al Gore** –Gore will be keynoting DCFN with his perspective on the "Digital Content Marketplace"
- **Comedian/TV Personality Tom Green** – Film star, best-selling author, recording artist, and talk-show host Tom Green will lead a conversation between influential content creators and producers via a live Webcast of his popular digital talk show, TomGreen.com.

- **MySpace President, Sales & Marketing Jeff Berman** – Berman will lead a conversation between top brand marketers on the business of bringing brand content to market.

The event will also be streamed live by event partner Revision3. Live link and additional online participation information will be released ahead of Internet Week 2009.

More information about the Digital Content NewFront, including a full schedule of events, venue information and speaker bios, is available at www.digitalcontentnewfront.com

About The Third Act

The Third Act is Digitas' brand content entity. Better described as a movement, a way of working, and a hub for collaboration, The Third Act: is an arena for those who want to dip into the limitless opportunities for marketing in the digital age. We support Digitas clients and teams to facilitate the meeting of the minds — creative marketers, technologists, content creators, measurers, and optimizers — to enable the development of meaningful and valuable content experiences. Our work is to make experiences that foster audience participation, activation, and optimized performance for our clients. We pride ourselves on our array of global partners and our tireless discovery of emerging talent and techniques to forward digital marketing.

Headquartered in NY with resources worldwide, The Third Act: ensures that our clients are supported to navigate the blur of shared opportunities in this vast and always growing content and technology landscape.

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. is the world's fourth 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. www.digitas.com

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