



Contact:  
Nicole Lawler  
Corporate Communications  
+1 617-867-1747  
[Nicole.Lawler@digitas.com](mailto:Nicole.Lawler@digitas.com)

## DIGITAS GREATER CHINA WELCOMES KEN HONG AND LARRY TANG

### Agency Strengthens Leadership in China Offices

---

SHANGHAI - June 30, 2010 - Stephan Beringer, President, Digitas International ([www.digitas.com](http://www.digitas.com)), today announced that Ken Hong and Larry Tang have joined the agency as Managing Director, Digitas China and Managing Director, Digitas Hong Kong respectively. Both offer over a decade of experience in digital marketing and will help accelerate the Greater China offices to deliver innovative solutions for Digitas' clients.

"This move signals a substantial strengthening of Digitas' leadership in our Greater China offices," said Beringer. "Ken and Larry are widely respected for their industry contributions and highly recognized as trusted client partners. We're confident that they'll be instrumental in delivering value to our clients and increasing Digitas' global footprint."

"I'd like to extend a warm welcome to Ken Hong and Larry Tang in joining the Digitas Greater China team. With their expertise and professionalism, VivaKi's digital leadership can be solidified; I look forward to working with them closely," said Yifei Li, Country Chair for VivaKi Greater China.

#### Ken Hong Managing Director, Digitas China

Building on Digitas' expertise in the luxury and ecommerce sector, Hong's role will be critical in evolving existing client relationships and forging new ones in the space. In this context, Hong will also lead Made by Digitas, a luxury and premium brands dedicated entity, to continue to become the leading digital agency serving luxury brands in China.

Hong joins Digitas from Razorfish's Seattle office, where he was the VP of Strategy, Analytics and Innovation. His extensive background in strategy and CRM spans across key industries and accounts including Microsoft, Best Buy, Expedia, WeightWatchers, Harrah's, Hotels.com and Investools.

#### Larry Tang Managing Director, Digitas Hong Kong

Tang will focus on Digitas' multi-national clients and regional opportunities originating out of Hong Kong and Southern China. Tang is a highly-regarded leader focused on driving excellence and growth, and his addition to Digitas will bring renewed strength and expertise to our offerings.

Tang has delivered innovative marketing solutions and digital strategies for multinational clients across verticals such as airlines, luxury, FMCG, financial services and technology in the Asia Pacific region. He has a proven track record in building and evolving digital agency capabilities that provide measurable and effective outcomes for clients.

#### About Digitas

Digitas is a leading global integrated brand 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.

[www.digitas.com](http://www.digitas.com) | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](#)

###