

DIGITAS



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DIGITAS HONORED AS ONE OF THE 2009 "BEST COMPANIES TO WORK FOR IN ILLINOIS"

CHICAGO - For Immediate Release - Leading global digital marketing and media agency Digitas (www.digitas.com) has been named one of the 2009 "Best Companies to Work for in Illinois." This annual award recognizes outstanding places of employment in the state of Illinois.

"I am both proud and excited to receive this honor, which I credit to all our talented and dedicated employees," said Tony Weisman, President, Digitas Chicago Region. "Keeping our employees passionate through opportunities, shared participation, development and recognition is our number one focus. It's their passion that truly makes Digitas a great place to work and drives the great award-winning work we do for our clients."

The announcement comes on the heels of the office being named one of "Crain's Chicago's Best Places to Work" in 2009 and one of the 11 Elite Winners among "Chicago's 101 Best and Brightest Companies to Work For" by the National Association for Business Resources (NABR) in 2008.

The Best Places to Work in Illinois 2009 analysis and competition is judged and sponsored by *The Business Ledger*, the Illinois State Chamber of Commerce, the Human Resource Management Association of Chicago (HRMAC), the Illinois State Council of the Society for Human Resource Management (ISC-SHRM), and the Workforce Boards of Metropolitan Chicago.

Companies were assessed based on a two-part process designed to gather detailed data about each participant. The first part consisted of an employer survey that collected information about each company's benefits, policies, practices and other general data. The second part was a confidential employee survey that evaluates the employees' workplace experience. Collectively, the two assessments produce a detailed set of data that identify the strengths and opportunities of the participating companies. The workplaces are then ranked based on this data.

The agency ranked seventh on the list of top 20 small/medium companies list.

For more information about the list, please visit: <http://bestplacetoworkinil.com/>

This honor is the most recent in a string of similar awards. Digitas offices in Boston, Detroit and New York have received similar honors from the *Boston Business Journal*, *Crain's Detroit Business*, the Michigan Business and Professional Association (MBPA), and the New York State Society for Human Resource Management, respectively.

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.

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