

DIGITAS SHARES 1 SILVER AND 2 BRONZE AT EFFIE AWARDS

BOSTON - FOR IMMEDIATE RELEASE -Digitas (www.digitas.com), a leading global digital marketing and media agency, co-led with Anomaly the "Connectivity" campaign for Converse that took Silver in the Fashion/Style category. Additionally, the agency contributed on Bronze winning "DS Women" for Nintendo and "Open for Fun" for Kraft.

- > Silver Effie | FASHION/STYLE
Client: CONVERSE "CONNECTIVITY"
Primary Agency: **Anomaly, Digitas**
Media Agency: **Wieden+Kennedy**
Contributing Agency: **Cornerstone Promotion, VSA Partners**
<http://www.effie.org/winners/showcase/2009/3387>

- > Bronze Effie | LEISURE PRODUCTS & SERVICES
Client: NINTENDO OF AMERICA "DS WOMEN"
Primary Agency: **Leo Burnett**
Media Agency: **Starcom Worldwide**
Contributing Agency: **Digitas, Harrison & Shriftman, 'mktg,'**
<http://www.effie.org/winners/showcase/2009/3056>

- > Bronze Effie | PACKAGED FOOD
Client: KRAFT INC, Ritz "OPEN FOR FUN"
Primary Agency: **Euro RSCG Worldwide**
Media Agency: **MediaVest Worldwide**
Contributing Agency: **Digitas, Razorfish, Coyne PR**
<http://www.effie.org/winners/showcase/2009/3651>

In 2008, Digitas won a Gold Effie for its work with client American Express on "The Members Project."
<http://www.effie.org/winners/showcase/2008/2746>

These awards come on the heels of taking "The Creativity Award" Jury Award and "Agency of the Year" at the 2009 Festival of Media in Barcelona.

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.