

DIGITAS

DIGITAS' JOYDEEP DEY NAMED A 2009 ADCOLOR® "RISING STAR"

NEW YORK, August 26, 2009—Joydeep Dey, Manager, Strategy & Analysis for Digitas, has been named a 2009 ADCOLOR® "Rising Star" award recipient. The award, presented by Google, recognize outstanding diverse professionals in advertising, marketing and media careers. Honorees will be recognized during the 2009 ANA Multicultural Marketing & Diversity Conference at the Arizona Biltmore Resort & Spa in Phoenix, AZ on October 4th.

Dey, 28, joined Digitas in late 2005 as an Analyst focusing on the design, development and implementation of innovative business growth for clients across Digitas New York. In 2007, Dey co-founded Perspectives, an employee-led affinity group that encourages employees to get connected, get inspired and get involved. He believes that bringing one's authentic self to the work environment helps foster a true collaborative community. The Perspectives group uses a series of panels on diversity-related topics such as generational gaps and gender/cultural differences to leverage insights and ultimately drive increased knowledge of diverse consumer groups.

In 2008, Dey was awarded a Spark Award by the Digitas NY office. The Spark Award recognizes employees who continually inspire and energize their peers.

ADCOLOR® is a collaboration between the Advertising Club of New York, the Association of National Advertisers, the American Advertising Federation, the American Association of Advertising Agencies and Arnold Worldwide. For a full list of winners, please visit www.adcolor.org.

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 combine 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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