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DIGITAS WELCOMES ASHLEY SWARTZ AS SENIOR VICE PRESIDENT

Agency Hires Digital Media Thought Leader and Strategist

Boston - For Immediate Release - Seth Solomons, Global Chief Marketing Officer, Digitas, (www.digitas.com) today announced the hiring of Ashley Swartz as Senior Vice President for the agency's New York office. She will be leading key Samsung initiatives including all Samsung.com work and will report to Solomons.

"We are all excited to have Ashley join the team," Solomons said. "With more than 13 years of professional experience in the digital space, Ashley has tremendous experience dealing with both startup companies and multi-billion dollar global corporations."

Swartz joins Digitas from Ag8, Ltd. where she was the North American Interim CEO. During her time in the London office, she led all commercial efforts and oversaw the strategic planning of the launch of the agency - the first digital, premium, brand-funded, open-media franchise. Swartz was also responsible for developing and forging sales and partnerships to ensure broad distribution and effective media planning for the agency and its brand partners, including Google and YouTube.

Before working at Ag8, Ltd., Swartz was the SVP, Managing Director of Emerging Media at PHD. At PHD, she was the thought leader for all emerging media, serving the company's North American client roster and oversaw a team of digital strategists and functional experts that contributed to the planning and creative processes for each account. Swartz has also held positions at Double Fusion, Eiko Media, Inc., Sony Ericsson Mobile Communications, and SPK2ME Communications in the Netherlands.

"I'm thrilled to be a part of the Samsung team and am looking forward to working at one of the leading digital agencies in the industry," said Swartz. "My background in mobile, social media, gaming and electronics will help advance Samsung.com's messaging in the digital space and the agency as a whole."

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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