

FLURRIOUS IS A HIT FOR ALL SEASONS

BOSTON - February 9, 2010 - What started out as a holiday treat for our clients and a way to give back has become a viral hit! "Let's Get Flurrious", a holiday site designed by Digitas, gave participants the opportunity to design their own snowflakes and send them to their friends with a personalized message. And in the spirit of giving, the agency made a donation to UNICEF for every snowflake that was sent to a friend. Participation far exceeded expectations with more than 41,000 snowflakes created and over 10,000 of the flakes shared with friends.

The site also garnered a great response via social networking sites with countless tweets as well as numerous blog mentions. A Flickr group has even been dedicated to it:
<http://www.flickr.com/groups/flurriousart/pool/>.

Recognized for its fun, unique design, Flurrious.com has also been honored by The Dope Awards and the Design Licks Awards, and was named one of the best Flash web sites in 2009 by Designora.com.

Go to flurrious.com to design your own snowflake and see what all the excitement is about.

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. (Euronext Paris: FR0000130577) 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.

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

###