



Contact:
Julie Gomstyn
Corporate
Communications
+1 617 369-8020
jgomstyn@digitas.com

DIGITAS HONORED AS ONE OF 11 ELITE WINNERS AMONG "METROPOLITAN DETROIT'S 101 BEST AND BRIGHTEST COMPANIES TO WORK FOR"

DETROIT, MI - October 30, 2009 - Leading global digital marketing and media agency Digitas (www.digitas.com) has been named one of 11 Elite Winners for "Metropolitan Detroit's 101 Best and Brightest Companies to Work For" by the Michigan Business and Professional Association (MBPA). This annual award recognizes outstanding places of employment in the metropolitan Detroit area.

All of Detroit's 101 Best and Brightest companies were in competition to be named an Elite Winner in one of 11 different categories: Communication, Community Initiatives, Compensation and Benefits, Diversity and Multiculturalism, Employee Engagement & Development, Employee Engagement & Commitment, Recognition and Retention, Recognition and Selection, Work-Life Balance, Small Business, and the "Best of the Best" award. Digitas was honored for the Employee Engagement & Commitment category.

Digitas was also the only company in its industry to be honored among the 11 Elite Winners. Elite winners are selected based on their high scores and then named an Elite winner in their respective category.

This award comes on the heels of Digitas Detroit being named one of the "Top Workplaces" in 2009 by the *Detroit Free Press*. Digitas Detroit has also been named a Crain's Detroit "Cool Place to Work" and "Cool Place in Tough Times". Additionally, this honor is the most recent in a string of similar awards for Digitas. Offices in Boston, Chicago, and New York have received similar honors from the *Boston Business Journal*, *Crain's Chicago Business*, the National Association for Business Resources, and the New York State Society for Human Resource Management.

About the Michigan Business and Professional Association (MBPA)

Based in Warren, Mich., the MBPA is the largest business organization of small to medium-sized businesses in Michigan, representing more than 20,000 members who employ more than 200,000 persons. Members include attorneys, physicians, architects, accountants, construction companies, banks, retailers, wholesalers, manufacturers and the like. Member businesses receive numerous benefits including free legal and financial consultations; discounted technology, automotive and office products; employee training and recruitment assistance; and competitive insurance rates. The MBPA is a sister association to the Michigan Food & Beverage Association (MFBA).

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.

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

###