



PRESS RELEASE

VIVAKI EXPANDS DIGITAS GLOBAL NETWORK INTO SWEDEN

Digitas Sweden gets a jump start through the merge of 1.1.3 and Joy

STOCKHOLM; November 25, 2008—VivaKi, the strategic entity created by Publicis Groupe to leverage the combined scale of its media and digital operations, today announced the formation of Digitas Sweden. The new offering brings together two sister agencies owned by Publicis Groupe: 1.1.3, the Stockholm-based direct and digital marketing arm of Publicis Groupe, and Joy, a creative pureplay digital agency. Through this combination, augmented by the creative and analytic capabilities, as well as the global talent network of Digitas, Digitas Sweden becomes one of the leading digital agencies in the Swedish marketplace.

Digitas Sweden will be led by 1.1.3 founder Lisa Amatiello, who will report to Alan Rutherford, CEO of Digitas Global. The agency will continue to serve 1.1.3 and Joy clients while also offering expanded reach for Digitas' global clients.

"1.1.3 is a cutting-edge, nimble and growing agency that has excelled under Lisa Amatiello's leadership. At the same time, Joy is recognized for its strong creative heritage," said Rutherford. *"Combining the talent, tools and capabilities of Digitas with the strengths of 1.1.3 and Joy creates a powerful center of excellence in a robust and expanding market."*

Lisa Amatiello, CEO, Digitas Sweden, added: *"We're thrilled to be joining Digitas and to be able to leverage the global network and deep skills in direct, digital and branded content production as well as a portfolio of the best analytic tools in the market. We already have a talented employee base and this provides many exciting opportunities for us as well as our clients."*

Since joining Publicis Groupe in 2007, Digitas has expanded into Brazil, France, Greater China, India, Japan, Singapore, SE Asia, and the United Kingdom. Sweden, with one of the most developed Internet and broadband markets in the EU and one of the largest percentages of their population online in Europe, reinforces Digitas' commitment to provide localized global marketing campaigns for their clients.

"One of the founding objectives of VivaKi has been to extend the global footprint of Digitas," said Jack Klues, managing partner of VivaKi. *"This is a strategic step in the creation of the most powerful digital marketing network in the world."*



About VivaKi

In June, Publicis Groupe launched VivaKi, a new strategic entity designed to improve the performance of advertisers' marketing investments, as well as boost Publicis Groupe's growth in the context of rapidly expanding digital markets. VivaKi leverages the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia. It is the world's largest center for developing new technologies, partnerships and platforms required to build brands in a digital world.

Web Site: www.vivaki.com

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.

Web Site: www.digitas.com | www.digitas.se

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