

DIGITAS

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DIGITAS, HOLIDAY INN EXPRESS WIN BEST-IN-SHOW AT 2008 ADRIAN AWARDS "Stay Smart, America" Campaign Honored in Web Marketing and Public Relations Categories

New York - For Immediate Release - Digitas and Holiday Inn Express have been named Best-in-Show at the 2008 Adrian Awards, honoring creative brilliance and best practices in hospitality, travel and tourism related marketing. The "Stay Smart, America" campaign was honored in both the Web Marketing category and in partnership with Weber Shandwick in the Public Relations category. The Adrian Awards are presented by the Hospitality Sales & Marketing Association International (HSMAI), an international organization of sales and marketing professionals. Winners were announced at a gala in New York City on January 26th.

In addition to being named Best-in-Show, Digitas and Holiday Inn Express also collected a pair of gold and platinum awards for their work on "Stay Smart, America." The program, launched at the height of the presidential campaign season, tallied the candidates' cumulative lodging expenses on the road to the White House and posted them on a custom Holiday Inn Express microsite. Visitors could log into the site to view how much each candidate's campaign spent on lodging and see what they potentially could have saved by choosing Holiday Inn Express hotels.

"We're particularly honored to receive these Adrian Awards," said Heath Rudduck, Executive Creative Director of Digitas. "This campaign was timely, fun and irreverent, but more importantly, we're thrilled about the attention and results it produced for Holiday Inn Express."

In its fifth decade, the HSMAI Adrian Awards have grown into the world's most renowned and prestigious advertising, public relations and web marketing competition, specifically tailored for the travel industry. The competition attracted over 1, 200 entries from around the world.

Additional details about the Adrian Awards can be found online at: <http://www.adrianawards.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.

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