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COLIN KINSELLA NAMED PRESIDENT OF DIGITAS NORTH AMERICA
Tony Weisman Adds Global Client Leader to Current Role
Executive Appointments Strengthen Agency's Focus on Global Client Offerings

CHICAGO, October 28, 2009 - Laura Lang, CEO of Digitas (www.digitas.com), today announced that Colin Kinsella, Chief Innovation Officer at Razorfish since May 2009, has been named President of Digitas North America. The position has been vacant since Lang was elevated to her current role in 2008.

"Colin has helped make Razorfish one of the leading digital agencies in the world," said Lang. "With over 20 years of experience, spanning traditional and digital advertising, I am confident he will bring the same level of commitment and innovation to Digitas, helping to expand our client partnerships."

"Colin Kinsella has been a strong leader for us," said Bob Lord, Razorfish global CEO. "I am confident that his innovation background will be as strong an accelerator for Digitas as it has been for Razorfish."

Kinsella joins Digitas with an extensive background of more than 20 years of experience in traditional and digital advertising. Prior to serving as the Chief Innovation Officer of Razorfish, he was President of its West region. Kinsella led all of Razorfish's discipline areas, including analytics, strategy, delivery, media and technology to drive the development of engaging customer experiences for clients such as Visa, Singapore Airlines, Genentech, Sony, Williams Sonoma and Westfield.

Simultaneously, in a move to further strengthen the agency's focus on global client offerings, Lang announced that Tony Weisman, President of Digitas Chicago, will add the role of Global Client Leader for Digitas to his current responsibilities. According to Lang, Weisman will partner with her to organize resources and talent against global client initiatives and foster global senior level relationships.

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.

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