

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

Winner of Work-Life Balance Category and Only Advertising/Marketing Agency Recognized

CHICAGO, IL - For Immediate Release - Leading global digital marketing and media agency Digitas (www.digitas.com) has been named one of 11 Elite Winners in the "Chicago's 101 Best and Brightest Companies to Work For" annual award competition by the National Association for Business Resources (NABR). The selected companies demonstrate exceptional workplace initiatives designed specifically for employee satisfaction.

All of Chicago's 101 Best and Brightest companies vie to be named an Elite Winner in one of the 11 different categories: Communication, Community Initiatives, Compensation and Benefits, Diversity and Multiculturalism, Employee Education and Development, Employee Engagement and Commitment, Recognition and Retention, Recruitment and Selection, Work-Life Balance, Small Business and the "Best of the Best" Award – with Digitas honored for the Work-Life Balance category.

"We're elated by this recognition because it exemplifies our commitment to our people," said Tony Weisman, President, Digitas Chicago. "We strive to make Digitas a place where each employee has the ability unleash their full potential through learning and growth, and inspiring one another to connect and make a difference with each other and in our work for clients."

Digitas was the only company in its industry to be honored among the 11 Elite Winners. Winners were selected based on their overall high scores, resulting from an anonymous employee satisfaction survey and an extensive questionnaire, and were then named an Elite winner in their highest performing category.

This honor is the most recent in a string of similar awards. Offices in Boston, Detroit, New York and Philadelphia have received similar honors from the *Boston Business Journal*, *Crain's Detroit Business*, New York State Society for Human Resource Management and *Philadelphia Business Journal* respectively.

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