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DIGITAS NAMED THE "BEST PLACE TO WORK IN ILLINOIS"

Digitas climbs up the list from last year moving from #7 to #1

CHICAGO - June 14, 2010 - Digitas (www.digitas.com), a leading global integrated brand agency, has been named the "[Best Place to Work in Illinois](#)" for the 2010 large employer category by *The Business Ledger* in partnership with Best Companies to Work Group. This statewide survey and awards program was designed to identify, recognize and honor the best places of employment in Illinois, benefiting the state's economy, its workforce and businesses. This is the second year in a row that Digitas has been recognized, moving up from #7 to #1.

"It is a true honor for Digitas to not only be recognized, but to rise to the top of more than 3,000 Illinois businesses," says Tony Weisman, President, Digitas Chicago. "By creating a unique environment that rewards, motivates and energizes employees, we can proudly say we've built a culture that values its people above all else."

Companies from across the state were evaluated on workplace policies, practices and demographics while an employee survey was conducted to measure the employee experience. Combined scores determined the top companies and the final ranking, and Best Companies Group analyzed the data to determine the final rankings. In addition to being ranked #1, Digitas was also one of the only two marketing agencies to make the list.

This announcement follows several other prestigious honors received by Digitas Chicago including the "Top 50 Employers for Generation Y Chicago" by Brill Street + Company as well as "Crain's Chicago's Best Places to Work." Additionally, this honor is the most recent in a succession of similar awards for Digitas. Offices in Boston, Detroit, New York, and Stamford have received similar honors from the *Boston Business Journal*, *Crain's Detroit Business*, *Detroit Free Press*, *Fusion Detroit*, the Michigan Business and Professional Association, the New York State Society for Human Resource Management, and the Best Companies Group.

Digitas was recognized and honored at the *Best Places to Work in Illinois* awards ceremony coordinated by *The Business Ledger* on May 19th and will be profiled in a special publication by *The Business Ledger* on June 28th. For more information about the awards, please visit www.BestPlacetoWorkinIL.com

Please also visit the [social media release](#) to access to images, links and more.

About Best Places to Work

Best Companies Group is dedicated to establishing "Best Places to Work," "Best Companies" or "Best Employers" programs in an effort to distinguish companies who demonstrate superior workplace environments. The Company conducts research on the dynamics and characteristics of participating companies in order to produce a "Best" distinction that identifies and recognizes companies, in a selected region, that have been successful in implementing workplace excellence. Learn more about Best Companies Group at:

www.BestPlacestoWorkinIL.com.

About **Digitas**

Digitas is a leading global integrated brand 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 third 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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