

Media Contact:
Erica Nardello
215.982.5893
erica.nardello@digitashealth.com

DIGITAS HEALTH'S AMBER SEIPEL NAMED ONE OF DM NEWS' "30 UNDER 30"

Seipel Honored as one of the Top Direct Marketers in the Industry

PHILADELPHIA – March 29, 2010 – *DM News* has named Amber Seipel, a senior media planner for Digitas Health, as one of the industry's best "30 Under 30" direct marketers. The list honors the most driven, talented, and successful young professionals in the direct, database, and interactive marketing industry. The honorees were selected based on their talent, ambition, and success in achieving measurable results for their companies and clients.

"Amber is an innovative thinker and a leader. She has been such an integral part of our media planning success at Digitas Health," said Matt McNally, senior vice president of media at Digitas Health. "We're so proud of the work she's done. The recognition from *DM News* points to her wealth of creativity and talent."

Seipel joined the Digitas Health team in 2008. Under tough deadlines and with high expectations, she put together brilliant strategies for two of the company's largest media plans, according to colleagues. In addition, Seipel has stepped up to address the social media challenges facing the industry, creating Digitas Health's Social Media Leadership Task Force to use social media in ways that comply with the Food and Drug Administration and HIPPA regulations. Many Digitas Health clients now use this program as the basis for their social media strategies.

About Digitas Health

Counting as clients many of the world's leading pharmaceutical, bioscience, and medical device companies, Digitas Health is a next-generation marketing agency that helps build healthcare brands that patients, caregivers, and healthcare professionals feel confident turning to and recommending when they are sick, in need, or helping others. With offices in Philadelphia, New York, Boston and London, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), the world's third largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications.

www.digitashealth.com | www.facebook.com/digitashealth | www.twitter.com/digitas_health

###