

DIGITAS

DIGITAS & THE THIRD ACT PRESENT: DIGITAL CONTENT NEWFRONT CONFERENCE

WHO: **Martha Stewart, Arianna Huffington, Lisa Kudrow, Seth Green, Teri Hatcher, Pete Wentz, Kevin Pollack, Amy Brenneman, CEO of Digitas Laura Lang, CCO of Digitas Mark Beeching, Co-Chairman of NBC Entertainment Ben Silverman and producers Ricky Van Veen, Dan Bucatinsky, Dani Modisett, co-founder of PopSugar Brian Sugar, CNN American Morning correspondent Kiran Chentry, CEO Broadband Enterprises Matt Wasserlauf, SVP of Marketing for Kraft Howard Friedman, co-founder of Mudlark Charles Hunter**

WHAT: Digitas and its brand content unit, The Third Act: announce the return of the online brand content event and marketplace, Digital Content NewFront (DCNF) to harness creative digital opportunities for motion media. The DCNF is the premier event centered on the state of digital content, bringing together content creators, distributors, talent and brands to harness digital creative media opportunities. The following will be among those that speak at the conference:

Martha Stewart & Arianna Huffington, keynote speakers.
Pete Wentz, Grammy-nominated musician on the Fandomonium Panel
Seth Green, Creator of "U-Rule"
Amy Brenneman, Creator of "The Procrastinator"
Teri Hatcher, GetHatched.com
Lisa Kudrow, "Web Therapy" and "Who Do You Think You Are"

Tune in to www.digitalcontentnewfront.com to see a live webcast of the conference beginning at 12:00PM EST on Wednesday, June 9th.

DATE: Wednesday, June 9, 2010

PRESS 11:30 AM

CALLTIME: *rotation time to be confirmed individually*

PLACE: **Skylight Studio**
275 Hudson Street at Dominick Street (btwn Broome and Spring Streets)

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