



FOR IMMEDIATE RELEASE

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ITAGroup Expands West Coast Footprint With Woodberry Events

Des Moines, Iowa (June 1, 2011) – **ITAGroup, Inc.** and Woodberry Events, Inc. today jointly announced a strategic business decision to come together to best serve their clients and grow market share. **ITAGroup** has purchased the San Francisco-based event management company to expand its incentive, rewards and recognition, group travel and event management business in the western United States.

The announcement was made during simultaneous employee meetings in Des Moines and San Francisco by Tom Mahoney, **ITAGroup** president and CEO, and Sarah Woodberry Trauner, president and founder of Woodberry Events.

“We’re excited about the addition of Woodberry Events to the **ITAGroup** organization because Sarah and her team deliver a remarkable brand experience to their customers by working hard and demonstrating integrity in everything they do,” says Mahoney. “We feel it’s a natural fit to bring both organizations – both cultures – together, on behalf of all of our clients.”

Woodberry Events will retain its San Francisco location and operate under the name Woodberry **ITAGroup**. Woodberry Trauner will lead the office as regional vice president for the northwest sales and event management team.

“We’re looking forward to offering our clients new products and services – including reward and recognition platforms and sales incentive programs – that help them build loyal customers, employees and sales channel partners,” says Woodberry Trauner. “**ITAGroup** offers our clients new technology and award platforms that will help them enhance and expand their existing programs and create new ways to create emotional and rational engagement.

“I’m also excited for my team because they will now become employee-owners of a very successful and admirable organization that has been serving clients for nearly 50 years.”

The merger adds several companies in the high-tech industry to **ITAGroup**’s roster of *Fortune* 500 clients in the financial services, telecommunications, insurance, automotive, pharmaceutical and manufacturing sectors.

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About ITAGroup

ITAGroup combines incentive programs, rewards and recognition, group travel and event management to engage employees, motivate channel partners and ignite customer devotion. Founded in 1963, **ITAGroup** is employee owned and headquartered in Des Moines, Iowa, with sales offices in Atlanta, Boca Raton, Chicago, Dallas, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, Philadelphia, San Francisco and the greater New York City area. Visit www.itagroup.com or follow **ITAGroup** on Twitter at www.twitter.com/itagroup.