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Communitas Awards ITAGroup as a Leader in Community Service

West Des Moines, Iowa (March 7, 2011) – **ITAGroup** has earned Communitas Awards' Leadership in Community Service award, which recognizes businesses, organization and individuals that are unselfishly giving of themselves and their resources, and those that are changing how they do business to benefit their communities.

The award is given for **ITAGroup's** loyalty to encouraging and supporting community service involvement by team members. Through the company's internal reward and recognition program, employees are nominated and recognized for their involvement in serving in the community. Additionally, through working with key partners and clients, **ITAGroup** supports community service in our business practices and program operations.

"Loyal service to our community is foundational to **ITAGroup** corporate culture," states Thomas J. Mahoney, Jr., President and Chief Executive Officer, "we believe in engaging our team members, partners and clients in community service, strengthening the important tie between businesses and communities."

Communitas Awards is an outgrowth of the pro bono recognition program of the Association of Marketing and Communication Professionals, a several thousand member group that honors creative achievement and fosters partnerships with charities and community organizations.

"By recognizing individuals, organizations and companies for their volunteerism and socially responsible business practices, we are hoping to not only bring attention to great programs, but are working with community minded leaders to make the spirit of communitas an essential element of every business," said Ed Dalheim, executive director of AMCP.

About ITAGroup

ITAGroup is a full-service performance improvement company focused on improving business results through people. Partnering from assessment through post-operation analysis, **ITAGroup** engages and motivates people through sales incentives, employee recognition programs, business-to-business loyalty solutions, product launches, marketing services, group travel events and business meetings. The company is employee-owned and headquartered in Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Florida, Indianapolis, Los Angeles, Minneapolis, New Jersey, Philadelphia, San Francisco and West Des Moines.

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