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ITAGroup “Driven By Loyalty” Ad Earns 2011 Magnum Opus Award

West Des Moines, Iowa (June 30, 2011) – **ITAGroup, Inc.** earned a silver award in the 2011 Magnum Opus Awards for Outstanding Achievement in Custom Media. The ad, featuring a school of fish moving in sync along the ocean floor, kicked off the company’s re-branding effort and introduced its Driven By LoyaltySM tag line.

“The ad has been well received and was a fun departure from our traditional creative campaigns,” says Maura Rombalski, **ITAGroup** marketing communications manager. “We relied on a great visual and engaging copy to tell our loyalty story.”

2011 Magnum Opus Awards are sponsored by *ContentWise* and managed in conjunction with the University of Missouri School of Journalism. Judges considered 560 entries in 217 categories, including 18 interactive product categories for videos, blogs, podcasts and use of social media.

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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. And we rely on traditional business values like hard work, integrity and great client service to make sure our clients are successful. Founded in 1963, **ITAGroup** is headquartered in West 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.

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