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ITAGroup Announces Fundraising Initiative to Benefit Haiti

Des Moines (February 3, 2010) – In an effort to support the relief efforts in Haiti, today **ITAGroup** launched “Heroes for Haiti”, a fundraising initiative that marries the company’s internal employee recognition program with the on-going Haitian relief efforts of the Doctors Without Borders organization.

“**ITAGroup** has built a proud history of supporting our community and several organizations that support people all over the world. When our employee-owners learned of the devastation in Haiti it was a natural for us to want to provide support. Our internal recognition program provided us an easy and effective platform to encourage our employees to support the Heroes for Haiti effort,” said Chet Hogenson, Manager of Corporate Marketing at **ITAGroup**.

ITAGroup, a leading provider in the employee engagement and recognition space, annually operates an internal recognition program for its 400+ employee-owners. This year’s program is titled “High Voltage Heroes” and the “Heroes for Haiti” program is integrated into the recognition program platform.

Throughout **ITAGroup**’s 47 year history, the company has provided support for educational, civic, health and welfare initiatives. Through the works of the **ITAGroup** Foundation and **ITAGroup**’s Spirit Committee, its people are committed to fostering an atmosphere of charity involvement. Fund-raising events, collection efforts, flexible service hours, on-site education and annual sponsorships are an important part of who they are as an organization.

Doctors Without Borders/Médecins Sans Frontières (MSF) is an international medical humanitarian organization working in more than 60 countries to assist people whose survival is threatened by violence, neglect, or catastrophe. To learn more about the organization and their efforts around the globe, please visit www.doctorswithoutborders.com.

The Heroes for Haiti initiative allows all people, not just **ITAGroup** employees, to donate to the Doctors Without Borders effort at <http://www.firstgiving.com/itaheroesforhaiti>.

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 your 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, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, New Jersey, New York and Florida. In 2006, **ITAGroup** earned the distinction of being named one of The Principal 10 Best Companies for Financial Strength, by Principal Financial Group.

To learn more about **ITAGroup**, visit www.itagroup.com.

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