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ITAGroup Earns Award for Creative Design

Des Moines (March 17, 2009) – The Des Moines chapter of the American Advertising Federation (AAF) has presented **ITAGroup** with a SILVER ADDY® Award for creative excellence and outstanding design. With more than 60,000 entries annually, the ADDY Awards are the world's largest creative and advertising awards competition.

ITAGroup was recognized in the "Sales Promotion" category for its 2008 *Outstanding Performances* catalogs.

"Being rewarded for hard work and creativity is always humbling," say Scott Rhone, Associate Creative Director at **ITAGroup**. "Our designers, copywriters, buyers and entire team of employee owners are always committed to delivering quality pieces for our customers, so being recognized for those efforts is appreciated."

ITAGroup has earned more than 50 ADDY awards for creative design, including being recognized several times for its *Outstanding Performances* catalogs. The catalogs are part of the company's award offerings, and represent one of seven critical elements the company utilizes when designing and implementing performance improvement programs for clients.

About ITAGroup

ITAGroup is a full-service performance improvement company focused on providing sales/dealer incentive programs, employee recognition and rewards, business-to-business loyalty initiatives, product launches, and business meeting and conference coordination. The company, whose clients include FORTUNE 100, 500 and 1000 companies, is employee owned and headquartered in Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Des Moines, Detroit, Florida, Indianapolis, Los Angeles, Minneapolis, New Jersey, New York, Philadelphia and St. Louis.

Web site: www.itagroup.com.

About The American Advertising Federation

The AAF is a not-for-profit industry association that conducts the ADDY Awards through its 200 member advertising clubs and 15 districts. The creative awards program is the only one of its kind administered by and focused on the advertising industry.