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ITAGroup NAMED TO THIRD ANNUAL "CMI 25" LIST BY *CORPORATE MEETINGS & INCENTIVES* MAGAZINE

Des Moines, Iowa (September 8, 2009) **ITAGroup** today announced that it has been named to the third annual "CMI 25" list of the industry's largest and most influential full-service independent meeting and incentive travel management companies focused on the corporate market. Compiled by Penton Media's *Corporate Meetings & Incentives*® magazine, the leading information source for the \$40 billion corporate meetings and events industry, the CMI 25 provides an essential resource for corporate executives and meeting professionals seeking partners for outsourcing all or parts of their programs. The CMI 25 appears in the September issue of *Corporate Meetings & Incentives* and is available online at www.meetingsnet.com.

"Outsourcing of meeting and incentive travel planning has become increasingly important to Corporate America, and our CMI 25 report is the only place meeting planning and procurement professionals can turn to for information on the buying power and capabilities of these important partners," said Barbara Scofidio, editor of *Corporate Meetings & Incentives*. "Based on extensive research by our staff, the CMI 25 list is a unique snapshot of the leading companies in the industry."

The magazine's editors selected CMI 25 companies based on several factors, including the number of meetings and incentive travel programs managed in 2008 and the total number of room nights represented by those meetings and incentives. They also evaluated the number of full-time employees at each company, as well as the percentage of the company's revenues that came from organizing corporate meetings and incentives, versus association meetings or other sources.

"As a respected leader in our industry, we are honored with the opportunity to add this year's CMI 25 recognition to our list of accomplishments," said Mary Bussone, Senior Vice President – Event Management at **ITAGroup**. "It's a reflection of the confidence our growing list of FORTUNE 500 clients have with our employee owners."

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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 West Des Moines, Iowa, with sales offices nationwide.

To learn more about **ITAGroup**, visit www.itagroup.com or follow us on Twitter at www.twitter.com/ITAGroup.