



FOR IMMEDIATE RELEASE

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ITAGroup and Ritz-Carlton Partner to Support the Food Bank of Iowa

West Des Moines, Iowa (January 24, 2011) – *ITAGroup* and The Ritz-Carlton Hotel Company partnered on a special volunteer event to support the Food Bank of Iowa on Monday evening, January 24.

Representatives from *ITAGroup*, a West Des Moines-based performance improvement company, and Ritz-Carlton, along with partners Maui Jim Sunglasses, Delta Airlines and many of *ITAGroup's* Des Moines-based customers, collected food items to meet the needs of the Food Bank of Iowa.

"*ITAGroup* has been proud to partner with Ritz-Carlton Hotels throughout the years. Not only do they deliver a superior experience through their product, their intense focus on the customer and community demonstrates their long term loyalty and commitment to always doing what's right," stated *ITAGroup's* Senior Vice President of Event Management, Mary Bussone.

To learn more about Ritz-Carlton's social and environmental program, Community Footprints, log on to www.ritzcarlton.com. At this site you can learn about the hotel company's "Meaningful Meetings" program, which donates 10% of booked meeting room revenue to Ritz-Carlton Community Footprints Fund and a charity of the customer's choice.

To learn more about how *ITAGroup* makes a difference in the community, visit <http://www.itagroup.com/Citizenship.aspx>.

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 West Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Florida, Indianapolis, Los Angeles, Minneapolis, New Jersey and West Des Moines.

Visit www.itagroup.com or follow *ITAGroup* on Twitter at www.twitter.com/itagroup.