

# WorkPlaceMedia®

## **FOR IMMEDIATE RELEASE:**

Contact:

Meredith Turner

212.255.8455

[meredith@rosengrouppr.com](mailto:meredith@rosengrouppr.com)

## **CELEBRATING INNOVATION:**

### *WorkPlace Media Marks 20 Years of Targeting Consumers at Work*

CLEVELAND, OH (July 8, 2008)— WorkPlace Media, an award-winning media company that delivers superior ROI for the world's most prestigious brands by helping them reach consumers at work, is celebrating its 20<sup>th</sup> anniversary in a year marked by both great change and growth.

With new CEO Stephanie Molnar, former EVP, President of Sales and Service at ADVO, now at the helm and a client roster of over 100 nationally recognized brands including Kmart, Applebee's, Altoids, Sears and McDonald's, WorkPlace Media has come a long way in the two decades since its inception.

It was while working in the marketing department of a major restaurant chain that founder Tim McCarthy came up with the idea of marketing to consumers through their workplace. This unprecedented and unique idea led to the founding of WorkPlace Media in 1988. The company has since gone on to become the nation's leading expert on the American workplace and the leading permission-based marketer to the at-work consumer, with national coverage and pinpoint targeting down to a city block.

Recognized as an Inc. 500 company, WorkPlace Media has received dozens of industry accolades, including being named a 14-time Fast Track 50 recipient, 8-time Weatherhead 100 award winner, 5-time NorthCoast 99 Best Employers award winner and *Inc.* magazine's *Marketing Masters Award* winner.

“WorkPlace Media has not only pioneered the workplace marketing trend, it is now setting the trend on how advertisers interact with consumers, period,” said Molnar. “Our decades of refining this unique medium, coupled with recent advancements in targeting, measurement, and real time promotional research, puts us on the cutting edge.”

To speak with Stephanie Molnar, CEO of WorkPlace Media, please contact Meredith Turner at 212.255.8455 or [Meredith@rosengrouppr.com](mailto:meredith@rosengrouppr.com).

## **ABOUT WORKPLACE MEDIA:**

WorkPlace Media is an award-winning media company that delivers superior ROI for the world's most prestigious brands by helping them reach consumers at work. As the leading expert on the American workplace, WorkPlace Media works with its proprietary permission-based network of over 920,000 U.S. companies to deliver advertisers' offers and samples directly into the hands of over 64 million working Americans. Additionally, the company conducts ongoing research into the attitudes and purchase behavior of this valuable, largely untapped consumer channel through regular polls and surveys. ([www.workplace-media.com](http://www.workplace-media.com))

###