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Contact: Lorie Llorens
Manager, Marketing and
Sales Support
Phone: (866) 464-4342, ext. 2047
E-mail: lllorens@brandmuscle.com

BrandMuscle defies the odds when it comes to Cleveland-area employment trends

CLEVELAND, Ohio, Feb. 19, 2009 – BrandMuscle, an east-side technology-enabled marketing services firm continues to grow at a steady pace – despite national trends that show hiring expectations are at four-year lows.

BrandMuscle Inc. has added to its workforce by nearly 30 percent since June 2008. The new hires filled positions in a number of departments, including business operations, client services, media, product development, sales and marketing and support.

In a market in which the number of jobs has continued to decrease since June 2007, BrandMuscle's position in the marketing industry, along with advancements to its proprietary marketing solution, BrandBuilder®, have allowed BrandMuscle to add to its growing list of national well-known brands. As a result, BrandMuscle has ramped up its staff to continue to provide excellent service to its clients.

Although national hiring expectations are at four-year lows for the month of February, down by more than one-third in the service sector, indicators show some promise. According to the Society for Human Resource Management's (SHRM) Leading Indicators of National Employment (LINE) survey, a net of 4 percent of service-sector respondents said they would add jobs during the month of February.



For more information about BrandMuscle, please contact Lorie Llorens at 1-866-464-4343, ext. 2047 or by e-mail at lllorens@brandmuscle.com. You also can visit our Web site at www.brandmuscle.com

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New Hires at BrandMuscle Inc.

Kim Detwiler to staff accountant

Wendy Perdue and **Billie Regula** to administrative receptionists

Frank Knapp to vice president, product strategy

Latosha Grooms and **Mary McCullar** to business analysts

Alicia Blessing, Jennifer Brown, Kristen Farrell, Katherine Flemming, Sarah Kolat, and **Elizabeth Mazzola** to client service account executives

Heath Carter to content and communication specialist:

Adrienne Deville and **Steve Scanlon** to graphic production artists

Stevan Cockrell to systems administrator

Jenifer Castelo to media planner, local markets; **Bernadette Jamieson** to print media specialist; and **Karen Rednour** to print production coordinator

Bo Chen, Sundeep Kembhavi and **Jason Shifflet** to software engineers; and **Jay Diaz** to quality assurance engineer

Doug George to business development executive; **Kirk Hasenzahl** to regional vice president, business development; **Dan Hill** to director, business development; **Lorie Llorens** to manager, marketing and sales support; **Kasey Stever** to graphic design specialist

Jim Wright to manager, support services

About BrandMuscle Inc.

Headquartered in Cleveland, Ohio, with offices in Kansas City and Los Angeles, BrandMuscle Inc. (BMI) is a leading provider of proprietary technology-enabled marketing solutions and offers expert client services and ongoing support to assist marketing professionals with the development, customization and distribution of local marketing communication materials for multiple types of media. BrandMuscle serves well-known brands, including Allstate Insurance[®], BMW of North America LLC[®], JPMorgan Chase & Co.[®], Chili's[®] and DIRECTV[®].