



Activate! Promotions + Marketing Named to Counselor Magazine's "Best Places to Work" for the Fifth Year

CHARLOTTE, NC—August 30, 2012—Activate! Promotions + Marketing has been named among 2012's "Best Places to Work" by the Advertising Specialty Institute's *Counselor* magazine.

Since *Counselor* began publishing the list in 2008, Activate! has been honored with the distinction each of those five years. This year's list has Activate! placed at 36th out of over 300 companies who initially participated.

"Five straight years of being recognized isn't a fluke--it's a direct reflection of our principles," said Fred Parker, CEO of Activate! Promotions + Marketing. "We built our organization with the culture at the forefront and hired people that reflected those values."

To create the list, *Counselor*, in conjunction with Quantum Market Research, compiles and scores employee-surveyed data. All 'Best Places to Work' companies are determined exclusively on the basis of their employee's responses to the Employee Engagement Survey. The surveys are tallied and, based upon feedback, the companies receive an overall rank.

Counselor Editor, Andy Cohen, said that Best Places to Work companies are putting a priority on the "importance of communications—in many cases, hyper-communication." He went on to stress that, "The key to creating a great workplace culture is to ensure that everybody in the office is as informed as possible."

Counselor magazine has been the voice of the promotional products industry since 1954. They have the highest paid circulation of any magazine in the ad specialty industry.

"To be recognized by Counselor is always a tremendous honor," said Parker. "We've been very fortunate to have such a great group of employees who care about the successes of the company and are happy to share our story."

About Activate!

Founded in 1995, Activate! is a world-class promotional marketing company specializing in custom products and brand marketing. Activate! has won nine Pyramid Awards from the Promotional Products Association International (PPAI) and has also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards. Activate! has twice been recognized as one of the industries "Top 10" fastest growing distributors. The Charlotte Business Journal has recognized Activate! on three occasions as one of the fastest growing companies in the region, and in 2009, named Activate! to its list of the "Best Places to Work" in the Charlotte area. For five consecutive

years (2008-2012), ASI's Counselor magazine named Activate! as one of the "Best Places to Work" in the promotional products industry.

The Charlotte, NC-based company has offices in Houston and Seattle with market coverage in Anchorage, Atlanta, Dallas, Denver, Grand Rapids, New York, Raleigh and San Jose. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Asia, Canada and the United Kingdom.

Company Contact

Activate! Promotions + Marketing

Bryan McCormick, Corporate Communications

Tel: 704.247.8787

Email: bryan.mccormick@activatepromos.com