



RESOURCE INTERACTIVE RECOGNIZED AS A-LIST AGENCY BY ADVERTISING AGE

2009 banner year of growth at agency with record-breaking revenue

COLUMBUS, OH— March 18, 2010 — For the first time in the agency's history, Resource Interactive was honored by *Advertising Age* as one of the nation's A-List Agencies in its renowned Agency of the Year issue. On March 11, Resource executives gathered with more than 300 fellow winners, clients, and other industry executives for a party in New York, hosted by *Advertising Age* and *Creativity* to toast the A-List agencies of 2010. Resource placed third among both traditional and digital agencies in the publication's "Next in Line" ranking. Resource was chosen based on its impressive growth in 2009, both in revenue and breadth of client roster.

"It's been an incredible year here at Resource Interactive," said Nancy Kramer, Founder and CEO. "To be recognized by *Ad Age* is an idyllic conclusion to the most successful year in our 28-year history. In a challenging global economic environment, we are especially proud of our continued growth as an agency in 2009."

In 2009 Resource Interactive welcomed 27 new brands to its roster—many of them multi-year relationships. New clients include: Bush Brothers, Cadbury, Nestlé, Symantec, Burton and Kohl's.

With new hires in 2009, the agency is now a company of more than 300. It opened a new office in Cincinnati, Ohio, to serve local client Procter & Gamble, actively pursue new business opportunities and attract new talent. In 2010, Resource continued its expansion to the West Coast with an office in Palo Alto, California.

Along with Resource's expansion comes two strategic executive hires. Following a year of unprecedented growth in Consumer Packaged Goods, the agency added a new portfolio team, led by Camille Popplewell as Executive Director. Popplewell comes to the agency with more than 17 years marketing, design and agency experience. Most recently she served as a marketing strategist for KAO Brands, prior to which she held leadership roles at Anthem/Swchawk, Benchmark Marketing and LPK. Popplewell will be based in the agency's Cincinnati office.

The agency's West Coast presence includes a strategic addition to the Resource Interactive Executive Team: Kathy Fox as Executive Director in the Branded Manufacturing Services portfolio. Fox holds a lengthy history with the agency, as a long-time client in leadership roles at Apple, Hyperion and Autodesk. Fox will use her expertise in technology to lead the portfolio and further cement Resource Interactive on the West Coast.

In addition to expanding its geographical footprint, Resource expanded its digital footprint as well with its continued expertise and exploration of the online consumer. The agency contributed to the industry via its original research and with its own set of firsts by releasing game-changing products in the digital space: [Off the Wall](#), an end-to-end ecommerce experience for brands and their fans on Facebook, is the first product that allows Facebook users to purchase items from the wall without leaving the experience. [Sherwin-Williams' ColorSnap™](#), is a first-of-its-kind iPhone app that allows consumers to match paint colors to photographs. Both received national media coverage, including *The Wall Street Journal* and *Advertising Age*.

"Proactively meeting our clients' needs through great service and innovative work has always been our priority—it's a thrill to be recognized for that on the national stage by *Advertising Age*," Kramer concluded.



“As brands continue to heighten their focus on digital marketing, we continue to grow and scale our business with an eye and ear towards the values that got us here.”

“With our 30th year as an agency just around the corner, the amazing ride continues. We’re continually grateful for the dedication of our amazing associates, who remain committed to preserving what makes us unique—without them, none of this is possible,” she said.

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About Resource Interactive

Resource Interactive is one of the nation’s top-rated independent agencies with offices in Columbus, Cincinnati, and Palo Alto, leading Fortune 500 companies through the real-time web while creating bold opportunities for consumer engagement and competitive advantage.

Now in its 29th year, Resource is the largest women-owned agency in the nation. Clients include Procter & Gamble, Hewlett-Packard, The Coca-Cola Company, Victoria’s Secret, Sherwin-Williams, Nestlé and Kohl’s, among others. For more information, visit www.resource.com

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