



FOR IMMEDIATE RELEASE

**BrandMuscle, Inc. Recognized as One of the Fastest Growing
Companies in Northeast Ohio by Weatherhead 100**

Cleveland, Ohio, December 21, 2010 – With triple-digit sales growth over the last five years, BrandMuscle, Inc., a leading provider of web-based local marketing software and services, announced today that it was recently named to the Weatherhead 100 list of the fastest-growing companies in Northeast Ohio.

The Weatherhead 100 list, compiled annually by the Weatherhead School of Management at Case Western Reserve University and the Council of Smaller Enterprises (COSE), recognizes organizations that have shown consistent growth over the last five years. Weatherhead 100 recipients are honored for their hard work, innovation, commitment to excellence and drive to succeed.

“It’s an honor to be recognized for our growth and economic contributions to the region,” states Philip Alexander, president and CEO of BrandMuscle, Inc. “We have an incredibly talented and hard-working team whose efforts are to be commended in achieving this milestone. When I started the business ten years ago, the landscape was very different, with most marketers concerned about controlling brand identity during local customization of print advertising. Over the last five years, we made significant investments in product development to meet the growing need for advertisers to support local execution of digital media as well. Today our clients view us as a strategic local marketing partner, relying on us for everything from ad building to local media planning and buying.”

Alexander attributes the company’s steady growth to a combination of things, including the addition of new clients and expanded use of the company’s solutions by existing clients. This year the company added a number of well-known brands to its client roster including AAMCO, Cardinal Health, Clear, HTC Phones, Huntington National Bank and Simonton Windows. In addition, existing clients have elected to expand their use of the company’s solutions. Steelcase for instance, chose to expand their user base internationally and has started to bring additional brands like PolyVision online.

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“Today’s highly-fragmented media landscape makes it increasingly difficult and expensive for marketers to support local customization and personalization of advertising,” states Alexander. “At the same time, prospects and customers are increasingly demanding a more personal and local buying and service experience. Our [solution](#) empowers field stakeholders, including franchisees, agents, distributors, dealers, field marketing managers and channel partners, to customize corporate-approved marketing materials and ad campaigns for use in their local markets in a manner that is cost-effective and consistent.”

About BrandMuscle, Inc.

Headquartered in Cleveland, Ohio with regional offices in Kansas City and Los Angeles, BrandMuscle, Inc. is a leading provider of technology-driven marketing solutions and [services](#) for national brand advertisers with strong distributed and local marketing programs. Founded in 2000, BrandMuscle, Inc. employs over 135 highly-skilled marketing and technology professionals and continues to position itself for strategic growth. BrandMuscle, Inc.’s clients include many of the nation’s most recognizable brands, including Allstate Insurance, Chase, Liberty Mutual, Transitions, BMW of North America LLC, DIRECTV, Steelcase, Hunter Douglas, and T-Mobile. For more information, please visit www.brandmuscle.com or call 1-866-464-4342.

Media Contact

Lori M. Alba
Manager of Marketing & Sales Support
(216) 454-2047
lalba@brandmuscle.com

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