



**For Immediate Release**

## **BrandMuscle, Inc. Recognized for Outstanding Growth and Value Creation**

**Company Receives Crain's Leading EDGE Award for Second Consecutive Year**

**Cleveland, Ohio, June 7, 2010** – BrandMuscle, Inc., a leading provider of technology-driven [distributed marketing](#) solutions for companies [with local marketing programs](#), was one of the prominent Northeast Ohio companies honored at The 2010 Crain's Leading EDGE Awards on May 19th at The InterContinental Hotel & Conference Center in Cleveland, Ohio. In its fourth year, this prestigious award was created and developed by The Entrepreneurs EDGE to recognize value-creating, middle-market companies in the region. Qualifying companies operate within the 17 counties of Northeast Ohio and generate revenues up to \$750 million, a portion required to be outside the region. This is the second consecutive year BrandMuscle has received the award.

Top companies were identified for their value creation in our regional economy, based on their EBIT (earnings before interest and taxes) added to taxable employee compensation. The companies awarded collectively pumped more than \$3.3 billion into Northeast Ohio's economy last year.

Helping companies cut costs and eliminate operational inefficiencies led to the best revenue growth in BrandMuscle's history in the last two years. "The sluggish economy actually contributed to a more than 30 percent increase in revenue last year," states Philip Alexander, president and CEO. "Over the last several years we've invested heavily in new technology to support advancements in digital media," Alexander says. As a result, BrandMuscle has retained its leadership position in the market and created more than 20 new positions in its product development department, bringing the number of full time employees at its Cleveland office to over 125.

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“We’re proud to receive the Leading EDGE Award because it recognizes the accomplishments of not only the company, but also our employees and the fantastic work they do for our clients worldwide. It’s truly what keeps BrandMuscle growing,” concludes Alexander.

Learn more about BrandMuscle and its suite of [local marketing solutions](#) by visiting <http://www.BrandMuscle.com> or by calling the company at (866) 464-4342.

### **About BrandMuscle Inc.**

Headquartered in Cleveland, Ohio, with regional offices in Kansas City and Los Angeles, BrandMuscle, Inc. is a leading provider of [web-based marketing solutions](#) for national brand advertisers with strong [distributed or local marketing](#) programs. The company’s software allows organizations to effectively control brand identity during the local execution of advertising and marketing campaigns. Founded in 2000, BrandMuscle employs over 130 highly skilled marketing and technology professionals and continues to position itself for strategic growth. BrandMuscle’s clients include many of the nation’s most recognizable brands including Allstate Insurance®, BMW of North America LLC®, California Closets®, DIRECTV®, Hunter Douglas®, and T-Mobile®.

### **About The Entrepreneurs EDGE**

The Entrepreneurs EDGE, a 501(c)(3) non-profit organization, provides services, programs, education, civic and networking opportunities to mid-market companies in Northeast Ohio to help them grow in value. For more information about EDGE and its programs and services, contact Pam Schwaller at [pam@edgef.org](mailto:pam@edgef.org) or visit [www.edgef.org](http://www.edgef.org).

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