

Interbrand

Interbrand Named “Greater Cincinnati’s Best Places to Work” Winner

Cincinnati, Ohio (November 14, 2011) – Interbrand, the leading brand consultancy, has been named a winner in the Cincinnati Business Courier’s 2011 competition for Greater Cincinnati’s Best Places to Work.

Since 2003, the Business Courier has been recognizing those Greater Cincinnati-area employers who have the most engaged workforces with the Best Places to Work awards program. The process begins with each participating company distributing an online, anonymous survey consisting of about 40 questions to their employees. Quantum Workplace analyzes the results of the surveys and sends the Business Courier the scores ranked from highest to lowest in five size categories (based on number of employees). A first-time entrant, Interbrand was named 2011 Medium Company Winner (for organizations with 80 to 299 employees). There were 15 winners total among the 50 finalist companies.

Acknowledging the honor, Cincinnati office President Bruce Dybvad cited Interbrand’s “people-centered” culture as creating “a progressive and stimulating environment where our people thrive. We want to attract the best talent, manage their careers and create a knowledge-obsessed culture,” Dybvad explained. “Having the best people gives us the best talent, and they create the best product, which encompasses the quality and consistency with which we deliver our services and their creative solutions.”

About Interbrand

Founded in 1974, Interbrand is one of the world’s largest branding consultancies. With nearly 40 offices in 25 countries, Interbrand’s combination of rigorous strategy, analytics and world-class design enables it to assist clients in creating and managing brand value effectively across all touchpoints in all market dynamics. Interbrand is widely recognized for its Best Global Brands report, the definitive guide to the world’s most valuable brands, as well as its Best Global Green Brands report which identifies the gap between customer perception and a brand’s performance relative to sustainability. It is also known for having created www.brandchannel.com, a broader platform for the discussion of brands. For more information on Interbrand, visit www.interbrand.com.

For more information please contact:

Rebecca Shultz

Rebecca.Shultz@interbrand.com

(859) 342 - 9133