



Press release

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For Immediate Release
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White Horse Makes 2008 Inc. 5,000 Fastest-Growing Private Companies with Three-Year Sales Growth of 135%

[Full-service digital agency](#), White Horse, ranks 2685 on the list of national independent-minded entrepreneurial companies and 43 on companies within the Portland OR/Vancouver WA metropolitan area. Growth attributed to [online retail marketing](#) and [online B2B marketing](#), with incremental revenue driven from social media marketing, online advertising, and user-centered design.

Portland, Ore. September 10, 2008—White Horse, a full-service digital agency specializing in Web 2.0 media convergence, ranked No. 2685 on Inc.’s annual ranking of the 5,000 fastest-growing private companies in the country. The list offers the most comprehensive look at the most important segment of the economy—America’s independent-minded entrepreneurs.

“Our second annual Inc. 5000 continues the most ambitious project in business journalism,” said Inc. 5000 Project Manager Jim Melloan. “The Inc. 5000 gives an unrivalled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth.”

“2007 witnessed significant growth in both retail and B2B, with incremental revenue from social media marketing, online advertising, and user-centered design,” said Jennifer Modarelli, White Horse CEO. “We engaged with 20 new clients, including [Nike](#), FEI, Tektronix, Papa Murphy’s, and Reser’s Fine Foods, and have been able to develop innovative [Web 2.0 marketing](#) for them.”

White Horse was also listed as one of the top 50 companies in the Portland OR/Vancouver WA metropolitan area. The New York metro area tops the Inc. 5000 list with the most companies of any city with 355. Washington, D.C. comes in a close second with 300 companies on the list; Los Angeles comes in third with 244 companies, and Atlanta (194 companies) and Chicago (189 companies) round out the top five.



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The 5000 companies that made the list reported aggregate revenue of \$185 billion and median three-year growth of 147 percent. Complete results of the Inc. 5000, including company profiles and a sortable list, can be found at www.inc5000.com.

The 2008 Inc. 5000 list measures revenue growth from 2004 through 2007. To qualify, companies must be U.S.-based and privately held, for profit, independent—not subsidiaries or divisions of other companies—as of December 31, 2007, and have had at least \$200,000 in revenue in 2004, and \$2 million in 2007.

About White Horse

Founded in 1980, White Horse is a privately held digital agency with headquarters in Portland, Ore. Forrester Research recently identified the agency as one of the top five Web design agencies in the nation that uses personas to inform Web marketing and Web design. White Horse's client roster includes global, national, and regional clients, including Wells Fargo, Celestial Seasonings, Columbia Sportswear, KinderCare, and Nike. The agency specializes in B2B and B2C Web marketing for retail and consumer brands, healthcare, and B2B companies. Its services include Web strategy, social media marketing, Web advertising and media buying, Web promotions, e-mail marketing, Web site design, Web development, and usability.

For more information, visit www.whitehorse.com or call 1-877-471-4200.

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