



## Press release

April 27, 2009

For Immediate Release

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### White Horse Owner Joins *Advertising Age* as Ongoing Contributor

*White Horse, a 29-year old digital marketing agency specializing in the convergence of emerging and traditional media, announced today that Jen Modarelli, Principal and CEO, will become an ongoing contributor to AdvertisingAge.com.*

Portland, OR, April 27, 2009—[White Horse](#), a 29-year old digital marketing agency specializing in the convergence of emerging and traditional media, announced today that Jen Modarelli, Principal and CEO, will blog for AdvertisingAge.com as part of its [Small Agency Diary](#) coverage.

“The chance to start conversations with *Advertising Age*’s readers is a huge honor for White Horse and me personally,” said Modarelli. “I believe the market opportunities for small agencies are evolving rapidly in the downturn, and I’m ready to jump into the fray with some big opinions.”

Modarelli joined White Horse in 1998 as its general manager and acquired the company as a principal owner in 2000. Since then, she has built White Horse into a nationally recognized full-service digital agency serving national clients including Microsoft Corporation, Cisco Systems, Celestial Seasonings, Nike, Mountain Hardwear, Trane, Knowledge Learning Corporation, Tektronix, and Papa Murphy’s. At Ad Age, she has set the bar for her willingness to tackle tough issues with her first article, “It’s Not You, It’s Me: The Proper Way to End a Client-Agency Relationship,” which appears in *The Small Agency Diary* section.

### **About White Horse**

Founded in 1980, White Horse is a privately held digital marketing agency with headquarters in Portland, Ore. Agency services include emerging media, user-centered design, Web marketing, technical engineering, user research, and audio/video production. See the [White Horse portfolio](#).

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