

FOR IMMEDIATE RELEASE

Maritz Loyalty Marketing expands in Minneapolis and New York City to Meet Client Demand

Toronto, ON (November 22, 2013) [Maritz Loyalty Marketing](#) today announced that the company has expanded in both Minneapolis and New York City to better service existing and new clients in the retail, consumer packaged goods, telecommunications and technology space. The expansion comes on the heels of recent client wins and continued growth of our team, including the addition of loyalty expert **Aline Ostrowski** who will be leading the Minneapolis team as of November 27. Ostrowski brings strong retail and CPG experience to Maritz Loyalty Marketing, having worked with leading brands that include Walgreens, Hallmark, Estée Lauder, Land O' Lakes in addition to Sprint and TGI Fridays.

Maritz Loyalty Marketing's expansion in the Midwest follows the recent opening of its New York office, headed up by **Garrett Friedrichsen**. Friedrichsen is focused on supporting existing clients and driving business growth, drawing on his background at agencies including OgilvyOne and DraftFCB, combined with his expertise in digital, CRM and loyalty. His vast experience includes work with retail and consumer packaged goods brands such as Sears, Kraft Foods and Johnson & Johnson, as well as large technology clients including IBM and Samsung.

"We're thrilled at the market's response to how Maritz Loyalty Marketing is evolving the loyalty industry," said Bob Macdonald, president, Maritz Loyalty Marketing. "Earlier this month, we were recognized as a North American leader in loyalty and #1 for loyalty strategy by an independent national study. While the industry accolades are important, the ultimate compliment is when big brands select us to develop, launch and manage their loyalty solutions. Our expansion and great new leaders are based on our growing client roster and the strong market demand. It's proof that our unique approach is resonating, as is our proven track record for delivering exceptional results across our diverse client-base."

ABOUT MARITZ LOYALTY MARKETING

[Maritz Loyalty Marketing](#) is a full-service North American Loyalty Marketing agency with offices in Toronto, New York and Minneapolis. Its brand loyalty marketing and technology-enabled lifecycle engagement solutions drive measurable business results for its clients. Leveraging over 120 years of history, experience and expertise from the Maritz family of companies, Maritz Loyalty Marketing provides its clients with consumer loyalty solutions that consider the holistic consumer experience at every brand touch point and through all stages of the relationship lifecycle. Maritz Loyalty Marketing is wholly owned by Maritz Holdings Inc. based in St. Louis, Missouri. Maritz Loyalty Marketing designs, builds and operates brand-aligned, customer-relevant and financially-viable consumer loyalty solutions for top global brands.

To learn more, please visit www.maritzloyaltymarketing.com