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## **ID Media Named in *Crain's* "Best Places to Work in New York City"**

**NEW YORK (December 1, 2008)**—ID Media, the largest direct and digital media services company in the U.S., made *Crain's* inaugural list of the Best Places to Work in New York City 2008. These 50 companies were spotlighted by *Crain's New York Business* based on rankings by their employees in confidential surveys.

Known as a powerhouse for ROI media, ID Media was founded in 2002 by a roll-up of three different agencies and grew successfully by cultivating a strong sense of community built on respect for employees, the common feature shared by all of the companies cited as the best places to work. One of the driving forces behind ID Media's success is the relationship-building it fosters among employees and with top management through practices such as employee breakfasts, a confidential online Q&A with the CEO, and Friday happy hours. "This sense of community was critical for us post-merger. It's just as important today as the economy faces a new set of challenges," says the company's founding CEO and Chairman, Lynn Fantom.

*Crain's New York Business* joined with Quantum Market Research to conduct 25,399 employee surveys at over 300 companies; the 50 companies that were ranked highest by their employees were selected. To be eligible for submission, companies were required to have 50 or more employees in New York City. Quantum Market Research developed a survey that determined how much employees felt valued, if they had trust in the company's leadership, and whether they believed there was opportunity for personal advancement.

**About Crain's New York Business**

*Crain's New York Business* provides you news, information and connections on all facets of New York through the prism of business. *Crain's* is the leading source of information on the New York economy, the companies and industries that operate here, and connections between government and industry. *Crain's* publishes daily news coverage on [crainsnewyork.com](http://crainsnewyork.com), weekly coverage in print, and two specialized online daily reports—Insider and Pulse—providing scoops and inside information on politics and health care. Readers come to *Crain's* for in-depth coverage of the many industries that make up the fabric of New York's business community.

**About ID Media**

ID Media helps leading advertisers profit in today's fast-changing media marketplace. The company, which is the largest direct and digital media services company in the country, delivers the best possible return on media investments because of its superior rates, research resources, and reporting systems. ID Media serves clients including American Express, Computer Associates, Johnson & Johnson, HBO, Kaiser Permanente, Nautilus, and Verizon from locations in New York, Chicago, and Los Angeles. ID Media is part of The Interpublic Group of Companies (NYSE symbol: IPG) and was recognized in 2008 by *Crain's New York Business* as one of the Best Places to Work in New York City.

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