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Genumark Named as one of Top 50 Places to Work in the Advertising Specialties Industry in North America.

Toronto, Ontario. September 4, 2008- Genumark Promotional Merchandise has been named as one of the Top 50 places to Work in the Advertising Specialties Industry in North America. The list was developed as a result of a combined effort of Counselor Magazine, the leading publication in the advertising specialties industry and research firm, Quantum Market Research. The data was accumulated by surveying thousands of employees and hundreds of promotional product distributors and suppliers in the United States and Canada. Genumark was one of four Canadian companies to make the list.

“The survey encompassed many aspects of employment such as compensation and benefit plans, company culture, lines of communication, management credibility and overall team effectiveness.” Said Kim Chitiz, Director of Human Resources for Genumark. “Our employees were asked to rank the company in all of these important areas and from the information gathered the market research demonstrates how we are functioning in each category.”

“These issues are paramount in our efforts to create a positive, fun and dynamic work environment. Our overriding goal is to attract and nurture the best people in our industry and to build an atmosphere so that everyone will want to stay at Genumark for a long, fulfilling career”. Said Mark Freed, Genumark President and CEO. “The survey validates many of the things we are doing and will continue to do in order to support positive employee morale, excellent compensation packages and a collaborative, energetic and creative workplace.”

For more information:
Mark Freed 416.498.2888
mark.freed@genumark.com