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MEDIA 1 MARKS ANNIVERSARY WITH NEW STRATEGY

Company Commemorates 18 Years with New Messaging and New Line of Business

GRAND HAVEN, Michigan—March 17, 2011—Media 1 will be celebrating a year of rapid growth and strategic repositioning as part of the company's 18th anniversary festivities this week. With a focus on Human Capital Improvement and a launch into developing award-winning Learning Portals for onboarding, sales, and leadership utilizing Microsoft® SharePoint™, Media 1 is charging into its next year with new messaging and a revised business strategy well under way.

"This is an exciting time for Media 1—as a company and as a team," said CEO Chris Willis, noting that the company was recently named one of the Top Women-Owned Businesses by the Grand Rapids Business Journal. "We've assembled an expanded team with the skills we need to develop innovative strategies and tools to help today's large global organizations meet their own rapid growth challenges."

Since its inception as a technical communication company on March 17, 1993, Media 1 has evolved into the Human Capital Improvement consultancy that it is today. Over the last 18 months, Media 1 has expanded—both in expertise and in number of employees—specifically to address the new challenges Human Resources (HR) professionals face with rapid growth and accelerating time-to-productivity in the technology-enabled workplace. The company's new solutions focus on onboarding and leadership development, but also support internal certification programs, corporate change initiatives, and a merger or acquisition.

Based upon six proven fundamental performance factors, Media 1 offers technology strategies to address these challenges and support learning process and cohort learning, including learning portal platforms utilizing Microsoft® SharePoint™ technologies. As part of its growing Human Capital Improvement practice, Media 1 has added four new people to its Learning Portal development team since December.

"As we commemorate our 18th year in business, I see a happy coincidence in supporting companies that are also experiencing fast growth," noted Willis. "The work we do at Media 1 to help our clients grow and speed time to productivity is fueling our own growth. That's what I call a win/win situation."

About Chris F. Willis

Chris Frederick Willis is CEO of Media 1, a fast-growing consultancy firm specializing in Human Capital Improvement (HCI) and developing award-winning Learning Portals for onboarding, sales, and leadership. Chris is passionate about melding the best practices of multiple disciplines to tackle Human Resource challenges for large global clients with a distributed workforce. She has led dozens of award-winning corporate learning projects from conception to delivery for some of the world's largest global corporations, and regularly speaks and

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writes on the subject. Chris holds a B.S. Degree in Arts & Media from Grand Valley State University. Her company, Media 1, has won numerous business awards, including 2011 Top Women Owned Businesses from the Grand Rapids Business Journal, and she has personally been recognized as a woman business leader, regionally and nationally.

About Media 1

Media 1 is a leading expert in Human Capital Improvement strategy and implementation. We help Human Resources (HR) meet the challenges associated with rapid growth and accelerate time to productivity. With a focus on Onboarding and Leadership Development, our work is based on six proven fundamental performance factors. We specialize in using Microsoft® SharePoint™ technologies to support learning process workflow and cohort learning.

Contact us to learn more.

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