

Retensa Steps Up Exposure Strategy

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FOR IMMEDIATE RELEASE

Retensa Kicks off IOMA Print & Email Ad Campaign.

New York, NY, February, 2004 - Retensa, LLC will take a big step this month toward increasing its recognition in the business world. Its new print and email ad campaign with IOMA, the Institute of Management and Administration, will reach approximately 35,000 business professionals. The print ad is a full-page ad with emphasis on the high percentage of employees and middle managers who are at any given moment seeking a change in employer. The email ad is an identical version in pop-up form. Both appear in IOMA newsletters in the categories of Leadership, Financial Management, and Human Resources.

“Since IOMA’s audience is up on the trends, this is an opportunity for Retensa to create awareness about this particular area that is not being served.”

- *Chason Hecht, President*
Retensa

The “I Quit” Advertisement Targets the Trendsetters.

“Since IOMA’s audience is up on the trends,” says Retensa President Chason Hecht, “this is an opportunity for Retensa to create awareness about this particular area that is not being served.” The focal point of the ad is the large “I Quit” statement in bold black letters, evoking the question of how executives can prevent the emergency of key employees quitting. Retensa hopes that IOMA’s readers will be introduced through the ad to the idea that there is tangible value in enhancing their company cultures.

IOMA is a business publications company based in Midtown New York City. It serves over 180,000 top business professionals every month, not counting many more that access its Special Reports and Electronic Services. IOMA publishes a broad range of information products. Each of them serves two purposes: to improve the efficiency of its subscriber, and to enhance the financial performance of the firm or organization.

Understanding your People is what Our People Do.

Retensa is the leader and innovator of Employee Retention Solutions. They combine **experience** and web-based **technology** to develop, motivate, and retain a company’s **best employees**. Retensa builds custom solutions to help organizations achieve significant **cost-savings** and **performance** improvements.

To create the “*Retention Environment*,” Retensa provides additional expertise in **Leadership** Development, Human Capital **ROI/Metrics**, **Mentoring**, Employee **Surveys**, Exit Interviews, **Succession Planning**, and **Diversity** Initiatives, with a cutting-edge focus on workforce technology. Retensa can be reached at **212.545.1280** or visit www.retensa.com for more information about the solutions you can receive.

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