



**Creative Realities**

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For Immediate Release

### **Creative Realities Named For a Second Time to Inc. Magazine's List of America's 5000 Fastest-Growing Private Companies**

*For the second year in a row, experiential marketing company, Creative Realities, has made Inc. magazine's list of America's 5000 fastest-growing private companies. Creative Realities' growth rate was more than twice that of the list's median growth rate.*

**Fairfield, NJ, August 28, 2008** -- For the second consecutive year, Inc. magazine has ranked Creative Realities ([www.cri.com](http://www.cri.com)) on its Inc. 5000 list of America's fastest-growing private companies.

"Our second annual Inc. 5000 continues the most ambitious project in business journalism," said Inc. 5000 Project Manager Jim Melloan. "The Inc. 5000 gives an unrivaled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth."

Creative Realities -- an experiential marketing firm that creates wow environments and customer experiences for organizations in the fields of retail, hospitality, entertainment, healthcare, education, and general corporate -- made the inaugural 2007 list by raising its three-year revenues from \$4.2M in 2003 to \$17.8M in 2006, for a growth rate of 323.5%.

This year's figures were even better.

For the 2008 list, Creative Realities increased its three-year revenues from \$7.3M in 2004 to \$33.2M in 2007, for a growth rate of 353.4% -- more than twice that of the list's median growth rate of 147%.

When asked about Creative Realities' growth, founder and CEO Jason Friedman pointed to his firm's unusual approach to projects. "We're staffed by experts in two disciplines: business and theater."

"On the business side, we have experts in strategy, technology, marketing, sales, communications, promotions, live events, retail, engineering, measurement, planning, project management, finance, and customer service."

"On the theater side, we have experts who've written, directed, and built shows and exhibits for Broadway, Off-Broadway, TV, casinos, and theme parks."

"When we work on a project, people from both disciplines come together to collaborate. That way, the environments and experiences we create are dynamic and memorable, and are based on sound business principles."

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Creative Realities' clients include Bank of America, Foot Locker, Harvard University, Hyatt, Meadowlands Xanadu, RadioShack, Samsung, Stanford University, T-Mobile, and Time Warner.

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### **About Creative Realities**

Creative Realities, headquartered in Fairfield, New Jersey, is an experiential marketing firm that creates wow environments and customer experiences for midsize and Fortune 1000 companies. Much of their work is done in the retail, hospitality, entertainment, healthcare, education, and general corporate fields, where they've helped create experiences for retail stores, malls, hotels, banks, sports facilities, casinos, performing arts centers, convention centers, office buildings, and guerrilla marketing events. For more information, visit [www.cri.com](http://www.cri.com).

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