



FOR IMMEDIATE RELEASE

CONTACT:

Spyro Kourtis, President, Hacker Group
Voice: (425) 454-8556 skourtis@hackergroup.com

HACKER GROUP ANNOUNCES CORPORATE RELOCATION TO SEATTLE
Move will Better Position the Expanding Advertising Agency for Growth

BELLEVUE, WA – March 10, 2008 – Hacker Group, one of the largest direct marketing advertising agencies in the West, today announced that after 21 years in Bellevue, Washington, it is relocating its company headquarters to downtown Seattle. The agency will occupy three floors in the Financial Center building located at 1215 Fourth Avenue in Seattle. The move is scheduled for May 2008.

While other agencies have been moving to the urban fringes, Hacker Group is bucking the trend and relocating to the downtown core. In commenting on the move, Spyro Kourtis, President of Hacker Group, said, "This is a major milestone in the history of the company. We see it as a rare opportunity for us to relocate to a vibrant, urban environment and bring new energy to the team. We can build out the kind of space that will help our employees do great work for our clients and position ourselves for even more growth."

As an open and collaborative company with a stellar employee retention record, Hacker Group worked hard to create a space that would meet their diverse staff needs. Thomas Lamprecht, Hacker Group's Executive Creative Director, elaborated, "Instead of making space design decisions based on today's trends, we dug in deep with staff to learn what they really need and used that to come up with great ideas that are right for our employees and the business." The result is an innovative balance of private offices and big, open, natural light-flooded spaces that support staff interaction and collaboration. Hacker Group will be installing a variety of employee amenities, such as an employee café and game room, that aren't typical in downtown buildings.

As a socially responsible advertising agency, Hacker Group is working hard to reduce its clients' impact on the environment and last year formalized a green philosophy, which drove many decisions related to the Seattle move. According to Kourtis, "Our eastside location meant nearly 100% of our employees had to drive to work. When we move to Seattle we expect upwards of half of employees to use either public transportation or bike and walk to work." In addition, paint, fabric, lighting, construction and finish materials selected are environmentally friendly.

Hacker Group worked with GVA Kidder Mathews to locate the best space for the company's 145 employees. The lease for 42,542 square feet was signed in December 2007. TPG Architecture worked with Hacker Group on interior space design, finishes and furnishings.

About Hacker Group

Hacker Group is a full-service direct marketing agency specializing in performance-based direct marketing programs for B2B and consumer clients including AT&T, AAA, Hilton Hotels, Microsoft, World Vision and others. Using innovative testing methodologies and lead management services, the company has built a reputation for delivering high-value marketing programs that offer a measurable return on investment while driving acquisition and customer retention sales. For more information, visit www.hackergroup.com.