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SHOCASE SELECTS MBLM'S CLAUDE SALZBERGER AS COMPANY ADVISOR

NEW YORK — May 6, 2015 — MBLM, the Brand Intimacy Agency focused on strategy, design, creative and technology, announced today that its founder and president, Claude Salzberger, was selected as an expert advisor by Shocase, a marketing professional network aimed at connecting marketers to news and trends impacting the marketing sector.

Widely regarded as a specialist in the corporate identity field, Salzberger has led some of the most high-profile branding programs over the last three decades, including the creation of new identities for American Airlines, the Mexico Tourism Board, UPS, GM, United Way, Telefonica, and British Airways. Moreover, as president of MBLM Salzberger offers a unique perspective on how branding has transformed over the last several decades and what strategies companies need to implement in order to succeed in the increasingly complex marketing landscape.

Ron Young, Shocase's CEO, says, "We are very excited about having a branding superstar like Claude Salzberger serve in a senior advisory role at Shocase. Our members look to us for rich, deep insights into marketing in order to stay at the cutting edge of the industry and we are confident that Claude is expertly suited to provide this to our network."

About MBLM:

MBLM is the Brand Intimacy Agency, dedicated to creating greater intimacy between people, brands and technology. With offices in 7 countries, our multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about how we can help you create and sustain ultimate brand relationships, visit mblm.com.

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