

MBLM Opens Technology Lab in Toronto, Canada

NEW YORK — March 18, 2014 — Brand agency MBLM is excited to announce its recent expansion into Canada, with an office dedicated to advancing technology solutions and innovations. The opening of this new office adds an eighth city to the agency's growing global network, which includes offices in New York City, Dubai, Mexico City, Bogota and Lima.

With its focus on software and Web development, the Toronto team will help deliver a core component of MBLM's offering, which is dedicated to creating greater intimacy between people, brands and technology.

According to Mario Natarelli, managing partner of MBLM New York, "We have hired a team of talented veterans whom we've worked with for more than a decade to help us advance proprietary branding solutions, tools and services. We are thrilled to welcome them to MBLM and look forward to their contributions."

Notes Demetri Mihalakakos, managing director of MBLM Lab in Toronto, "We already have a deep pipeline of products and solutions that are focused on what the brands of tomorrow need to succeed. These are exciting times."

About MBLM

MBLM (pronounced emblem) is an international, multidisciplinary agency that is focused on brand building and activation, software solutions, thought leadership and content. For more information, visit mblm.com.

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