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Guidance Named One Of The Best Places To Work In L.A. By the Los Angeles Business Journal

Ranks 11th on the List of Top Mid-Size Companies

MARINA DEL REY, Calif. – August 26th, 2008 – Guidance, which helps online retailers achieve market domination by creating captivating and engaging online shopping experiences, today announced that it has been named one of the best places to work in Los Angeles. The rankings were published in the Aug. 25 edition of the Los Angeles Business Journal.



Guidance was ranked No. 11 out of 50 finalists in the Medium-Sized Companies category, which includes businesses with 25 to 249 employees. Companies were evaluated based on workplace policies, practices, philosophy, systems and demographics, and according to a survey that measured the employee experience.

The Los Angeles Business Journal's Best Places to Work survey and awards program is a county-wide effort designed to identify, recognize and honor the best places of employment in Los Angeles.



Guidance owners Jason Meugniot (CEO) and Jon Provisor (CTO) at the Best Places to Work reception.

"We take this honor very seriously, because we strive to be a different kind of place to work," said Jason Meugniot, Guidance owner and CEO. "We give people the opportunity to do what excites them – to use cool and relevant technology and to see projects through to completion. Our company thrives when our team members are free to push boundaries, experience the thrill of accomplishment and receive recognition for their contributions. We place a high priority on creating balance between personal life and career, and that goes a long way toward making Guidance a great place to work."

Meugniot and Guidance CTO Jon Provisor purchased the company from its original founders earlier this year. Prior to that, Meugniot was responsible for day-to-day operations as president and CEO.

About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back



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often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

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