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## Guidance Named One of the Best Places to Work in L.A. by the Los Angeles Business Journal for the Second Consecutive Year

*Ranks Among Top Mid-Size Companies*

**MARINA DEL REY, Calif. - August 10<sup>th</sup>, 2009** – 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 Los Angeles' best places to work for the second consecutive year. The rankings were published in the Aug. 10 edition of the Los Angeles Business Journal (<http://www.bestplacestoworkla.com>).



Best Places to Work in L.A. honorees were split into three groups: small-sized companies (15-24 employees), medium-sized companies (25-249 employees) and large-sized companies (250 or more employees). Guidance was ranked No. 35 out of 50 finalists in the medium-sized companies category.

"We are thrilled to be named one of L.A.'s best places to work for the second year in a row," said Jason Meugniot, Guidance owner and CEO. "For more than 15 years, we've looked for ways to create and maintain an innovative and rewarding work environment at Guidance -- from flexible work arrangements, competitive salaries and semi-annual bonuses, to bring-your-dog-to-work Fridays, monthly company gatherings and our environmental responsibility program (<http://www.guidancegreen.org>). This award is a reflection of our team, our corporate culture and our core values, and it is truly an honor to be recognized by the entire Los Angeles community for who we are and what we've done to excel in these areas."

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 achievements in creating a positive work environment that attracts and retains employees through a combination of employee satisfaction, working conditions and company culture. Companies were evaluated based on workplace policies, practices, philosophy, systems and demographics, and according to an anonymous online survey that measured the employee experience and satisfaction on a range of firm initiatives.

### About Guidance

Since 1993, Guidance ([www.guidance.com](http://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 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



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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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**Media Contact for Guidance**

Alejandra Espinosa  
Director, PR & Marketing  
Phone: (310) 754-4000  
[press@guidance.com](mailto:press@guidance.com)

