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CREATIS LAUNCHES DIRECT PLACEMENT SERVICE

Client demand and industry experience lead Creatis to new offering

(Minneapolis – St. Paul) **Creatis, Inc.**, one of the largest local providers of integrated communications, marketing and creative services, announced today that it has launched a swiftly developing direct-placement service. This new Creatis offering, predicated on searching and placing hard-to-find permanent employees for a fee, will specialize exclusively in creative, marketing, advertising and communications talent and will complement its established staffing services and customized outsourcing solutions.

As overloaded companies struggle to find premium creative and marketing talent to join their company on a permanent basis, the demand for direct-placement services within the industry is projected to increase as the top talent supply diminishes. While Creatis has already found success by managing workforce strategies for Fortune 1000 companies, these rising industry demands led the company to offer direct-placement services in addition to its existing staffing and outsourcing services.

"We are extremely excited about this new service addition of direct placement and feel optimistic that adding this service will add a whole new dimension to the support we provide to our clients," said Creatis President **Chuck Swensson**. "Through the natural addition of the direct-placement service, we have found that the relationships, contacts and connections that we have built since 1991 have already benefited our current client base, and we want to extend our services to other companies in need of unique creative and marketing talent."

About Creatis

Minneapolis-based Creatis is one of the largest local providers of integrated communications, marketing and creative services. Offering a seamless extension of a customer's business through flexible, short- and long-term staffing, direct placement and customized outsourcing of projects and programs, Creatis is changing the way businesses manage creative and marketing services. www.creatis.com

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