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TWO OFFICES, 40 EMPLOYEES, AND 5000% GROWTH LATER, THE1STMovement CELEBRATES ITS 5TH YEAR ANNIVERSARY

Award-winning digital agency shares 5 key aspects that make this much more than "just another anniversary celebration"

Pasadena, CA/Denver, CO April 25, 2011 The1stMovement (T1M), a full service digital agency with offices in Pasadena, CA, and Denver, CO, announced today that it has good reason to celebrate as it reaches a five Year Anniversary milestone.

The leadership team reflected on some of the key elements that helped make this anniversary celebration so memorable:

The Power of Bootstrapping. In 2006, Ming Chan founded the agency in his one-bedroom apartment in Los Angeles using \$10,000 from his own pocket. Chan formed the company to meet the growing demand for technical consultation and execution needed by large traditional advertising agencies and small to medium-sized businesses looking for website, game, and application development. Today, the agency is recognized by its ability to create and deliver interactive experiences that capture attention, delight audiences and demonstrate results. It has 40 employees across two offices and has achieved 5,000% growth in five years.

Taking Time to Diversify. In 2008, looking to diversify the business beyond the entertainment market, The1stMovement merged with AVO Group, a Denver-based independent strategic consultancy, led by Ann Van Orsdel. Since being named president of T1M, Van Orsdel has successfully taken the agency to new heights and the rapid growth was recognized in 2010 by Inc. Magazine, when T1M joined the ranks of the Inc. 500 "Fastest Growing Private Companies in America."

Making the List. In addition to recognizing T1M as one of the "fastest growing private companies in America" for achieving over 1,000% growth in three years, Inc. magazine also named Chan one of the "Top 10 Asian Entrepreneurs in America". T1M has also made the list of the "Top 20 Advertising Agencies" by both the Los Angeles and Denver Business Journals.



Going for the Gold. T1M's ability to balance creative form and technical function with sound strategy to produce memorable campaigns for some of the world's most renowned brands, including Adobe, AT&T, Cisco, Comcast Entertainment, and PENTAX, has led the agency to [numerous awards](#). These include the Webby, the ADDY, the Stevie, and the Communications Arts and Horizon Interactive awards, as well as a prestigious Emmy® award in the Interactive Television Technical Excellence category.

Creating a Culture Where Employees Count. T1M is dedicated to helping its employees achieve the ideal work/life balance. Company-sponsored lunches, happy hours, spontaneous events such as a "Chocolate Chip Cookie Bake-off" and an annual off-site company retreat are organized to continue to foster T1M's positive company culture. An employee-led "culture committee" was also created and tasked to continue improving company morale, increase operational efficiencies, enable learning and growth and create opportunities for T1M to give back to the communities they serve. As a result, T1M was recognized by the LA Business Journal in 2010 as one of the "Best Places to Work in Los Angeles."

T1M's CEO Ming Chan stated, "Celebrating five years marks a major milestone for T1M, and for me personally. I'm extremely grateful for our team, our partners and loyal clients...each has a role in fostering the innovative work and accolades we've achieved. I can only imagine the accomplishments we will experience over the next five years and beyond."

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About The1stMovement

A [full-service digital agency](#) with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Known as *The Digital Innovation Agency*™, T1M has gained national recognition for its accomplishments across a wide range of well-established brands including Adobe, AT&T, Cisco, Comcast Entertainment Group, Dex One, PENTAX and more. A recipient of such [awards](#) as the Emmy®, Communications Arts, Horizon Interactive, the Webby Award, rankings in Inc. 500 and the LA and Denver Business Journals' 2010 "Best Places to Work in LA" and "Top Advertising Agencies in Denver," respectively. Visit <http://www.the1stmovement.com>.



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