



For Immediate Release

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INDUSTRY-LEADING CREATIVE DIRECTOR JOINS AWARD-WINNING DIGITAL AGENCY THE1STMovement

Pasadena, CA – September 26, 2008 – The1stMovement (www.the1stmovement.com), a digital agency with offices in Denver and Pasadena, has appointed industry veteran David Schell, formerly of Crispin Porter + Bogusky (CP+B), to head up their creative team.

As Creative Director, Schell will spearhead the agency's creative vision and fuel its elegant, on-strategy use of emerging technologies. "David understands the intricacies of interactive," says Ming Chan, CEO of The1stMovement. "His depth of knowledge, hands-on approach and award-winning skill and attention to detail make him a perfect match for our team and our clients. We're thrilled to have him."

Schell, whose work has been recognized by the Webby Awards, the Interactive Media Awards, the Web Marketing Association, Commarts Magazine, the Omni Awards, the Adweek Icon awards, and the Addys, acknowledges that the agency's fundamental strengths played a big role in attracting him to the position.

"The1stMovement is already doing so many things right," Schell explains. "They're known for their great client relationships and their ability to use the latest technology to develop tight, seamless, solid interactive. It's a perfect platform from which to grow the agency creatively; there's nothing holding us back from offering every client the complete package."

Schell's client experience spans multiple industries and includes such brands as Volkswagen, Lee jeans, PENTAX, Google, Intuit, Kaiser Permanente, Intrawest, Horizon Organic, Marmot, Midas, Pearl Izumi, IZZE, MapQuest, Aspen Snowmass, Whistler Blackcomb, Steamboat Ski Resort, Starz, Thule, Spyder Skiwear and Fidelity Investments.

In addition to his role at CP+B, his background also includes several years as Creative Director at texturemedia, where he helped grow the company into a nationally recognized, award-winning interactive agency.

In his new position, Schell will direct the creative efforts for the agency in both California and Colorado from The1stMovement's Denver office.



About The1stMovement

A full-service digital agency, with offices in Los Angeles and Denver, The1stMovement uses emerging technology to push the boundaries of digital media to inspiring heights. We thrive on our endless pursuit of new ideas, taking clients on an interactive journey beyond their imaginations deep into the digital frontier where they engage, learn, and play. Can't wait? Run to us – www.the1stmovement.com - and experience what the World's most famous Brands enjoy about us, *innovation with traction*.

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