



Engauge Wins Work with Value City Department Stores

COLUMBUS (May 21, 2008) – Marketing agency Engauge (www.engauge.com) has been retained by Value City Department Stores to oversee its media buying initiatives, including television, radio, and cable.

“Value City is a great brand that provides tremendous value to its consumers,” said Rick Milenthal, CEO of Engauge. “We’re honored to have the opportunity to help revitalize its stance in the marketplace.”

“Our core strength has always been deals and buyouts, and we’re returning to those roots,” said Carol Mazza, Value City’s vice president of marketing. “Who isn’t looking for a great deal these days? Fuel and food prices continue to rise, and everyone’s feeling the pressure. More than ever, shoppers have to get the most out of every dollar – and we’re well-positioned to serve them in this very challenging economy.”

About Value City Department Stores

Value City Department Stores (www.valuecity.com) operates a chain of 66 stores located in the Midwestern, Eastern, and Southern U.S. Their stores feature a wide assortment of special purchases and buyouts on well-known brand names, including designer, specialty store, and department-store goods, at prices substantially lower than competing department and discount stores.

About Engauge

Engauge is a marketing agency founded by Halyard Capital, in partnership with Stan Rapp, formed to unite the power of digital, traditional, and direct marketing. At Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge’s proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge’s clients include Best Buy For Business, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O’Lakes, Logitech, Mars, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh. Learn more about Engauge at www.engauge.com.

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