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OLSON AGREES TO BE ACQUIRED BY ICF INTERNATIONAL
Combination will create “new breed of end-to-end service organization.”

MINNEAPOLIS (Oct. 21, 2014) – Olson announced today that it has agreed to be acquired by ICF International, a leading provider of consulting services and technology solutions to government and commercial clients.

The transaction is scheduled to close by mid-November 2014, subject to regulatory approval and other closing conditions.

Within ICF, the 545-person agency will continue to operate as Olson. But it will now also be a key component of an end-to-end service offering comprised of strategic consulting, creative, proprietary technology and analytics, and implementation services that ICF can deploy on behalf of existing and new commercial clients.

ICF has built the commercial-digital area of its business via a series of acquisitions beginning with digital-services firm Ironworks in 2011, and content-management and stakeholder-engagement specialists CITYTECH and Mostra earlier in 2014. These capabilities, combined with Olson’s deep expertise in digitally centered advertising, branding, PR, social media, loyalty and CRM, give ICF a full-service marketing-solutions business that will give commercial and government clients the opportunity to reach their most important audiences easily, directly and cost effectively

“We are thrilled to be joining ICF, which we see as an additive and innovative move that drives value creation for our clients and future growth for us domestically, internationally and across client categories,” said Olson CEO John Partilla. “Both ICF and Olson have been striving to build a completely new breed of end-to-end service organization designed to deliver powerful client solutions in the Digital Age. Joining forces will accelerate and strengthen our shared pursuit of that vision.”

The transaction comes during a period of strong momentum for Olson, which has won a number of accounts and accolades in the U.S. and Canada over the last two years. Significant recent account wins include being named global loyalty agency of record for Hyatt Hotels & Resorts, holistic agency of record for P.F. Chang’s China Bistro, Bissell and wet n wild Beauty, public relations agency of record for Planters and Trulia and social media agency of record for Reynolds Consumer Products and wide range of advertising, design, social media and digital work for Sharp Electronics. Olson’s public relations and social media division, Olson Engage, was named 2014 Agency of the Year by PR Week, and its loyalty/CRM division, Olson 1to1, was called one of “the eight loyalty providers that matter most” by Forrester Research, which praised it as a “strong performer.”

That momentum peaked interest in a number of potential suitors, but Olson executives said they preferred ICF to a traditional advertising holding company because of how



complementary and additive the two companies' capabilities and clients seemed to be to each other's existing businesses.

While ICF specializes in customer engagement, e-commerce and system-integration, Olson's strengths are in traditional, digital and emerging marketing services. While Olson's client base is deep in retail, consumer products and travel and tourism, ICF works primarily in aviation, healthcare, energy, and government. Olson's business is heavily concentrated in North America, while ICF has 70 offices in 15 countries.

What the two companies do share, however, is a solutions-focused DNA and a commitment to thinking ahead to meet the promise of the digital revolution.

"A deep and sophisticated understanding of consumer behavior combined with the use of digital technologies will be increasingly key to helping ICF's clients implement solutions in the future," said ICF International Chairman and CEO [Sudhakar Kesavan](#). "Together, ICF and Olson will guide clients through this new digital revolution across all markets, offering the ability to efficiently and effectively reach out to customers and stakeholders."

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About ICF International

COMPANY (NASDAQ:ICFI) provides professional services and technology solutions that deliver beneficial impact in areas critical to the world's future. ICF is fluent in the language of change, whether driven by markets, technology, or policy. Since 1969, we have combined a passion for our work with deep industry expertise to tackle our clients' most important challenges. We partner with clients around the globe—advising, executing, innovating—to help them define and achieve success. Our more than 4,500 employees serve government and commercial clients from more than 70 offices worldwide. ICF's website is www.icfi.com.

About Olson

Olson is an integrated, next-generation agency with digital at its core, focused on driving rich engagement for many of the world's leading brands. One of the top five independent, full-service agencies in North America, Olson's 545 person-strong agency is dedicated to "Revolutionizing Engagement" by combining insights, creativity and technology. Olson is headquartered in Minneapolis with offices in Chicago, Austin, Toronto, Los Angeles, New York and San Francisco. Learn more at <http://www.olson.com>.