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MEDIA CONTACT
Laura Field
lfield@clearedgemarketing.com
312.961.5054

Thorner Gains Selects ClearEdge to Help Launch Innovative Model for Delivering Finance & Accounting Recruitment Services

Chicago, IL (October 22, 2007)—Thorner Gains, a national recruitment and workforce solutions firm specializing in accounting and finance, enlisted ClearEdge Marketing, a firm specializing in outsourced marketing solutions for professional services companies, to help it launch a unique business model and quickly secure market share in a growing and competitive industry.

A thriving and dynamic organization, Thorner Gains is comprised of client-focused, motivated consultants and direct-hire specialists who employ innovative recruiting strategies. The company hires only the industry's most talented professionals based on their experience and success—not their location.

“We wanted our brand to represent the sophistication Thorner Gains brings to client engagements—from the experience of our team to the quality of services we provide,” commented Thorner Gains President and Founder Doug Thorner. “Having worked with ClearEdge in the past, I knew they would be the best firm to carry out our vision.”

ClearEdge is striving to ensure Thorner Gains a strong market position and communicate a simple, consistent message that enables it to showcase its services, talent and value. ClearEdge recently completed phase one of the project, including a go-to-market strategy, sales tools for use across the sales cycle and a new Web site (www.thornergains.com) that presents a more progressive user experience than traditional finance and accounting staffing sites. Phase two of the project includes an integrated marketing and public relations strategy to help secure immediate and long-term business opportunities while continuing to increase name recognition.

“For a business to be successful today, it's not about how many offices you have or how long you've been in business,” commented ClearEdge President and Founder Leslie Vickrey. “It's about having the best possible people who can recruit the best possible talent—without boundaries. We share this belief with Thorner Gains, and because we're so familiar with its industry and business model, which mirrors our own, we have quickly and effectively built its brand and market share for quick momentum.”

The Thorner Gains project continues ClearEdge's growing client base in the finance and accounting sector. ClearEdge also services firms in the technology and healthcare recruitment space.

About Thorner Gains

Thorner Gains is a Denver-based national recruitment and workforce solutions firm specializing in accounting and finance. They provide high-quality professionals on a contract and direct-hire basis to a wide range of clients from start-ups to the Fortune 500. Thorner Gains is also an innovative workforce consultancy that helps organizations develop flexible, cost-effective staffing strategies and effectively plan for, and respond to, changes in workforce demands.

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized professional services firms around the world. The ClearEdge team combines in-depth industry knowledge, technological savvy and creative talent to provide clients with the highest level of service integrity and maximum return on their marketing investment. Companies that rely on ClearEdge's expertise include Harvey Nash, NACCB, RiverPoint, TeamSoft, KoreOne, Galmont Consulting and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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