



FOR IMMEDIATE RELEASE

## the pepper group, ltd. selected to join High Impact Portfolio

*High Impact Program identifies Louisville's top fast-growth companies*

**LOUISVILLE, Ky.** - (March 31, 2010) – **the pepper group, ltd.** was recently named to the High Impact Portfolio as one of the top fast-growth companies headquartered in the Metro Louisville Region. The High Impact Program, a public/private partnership between Louisville Metro Government and Greater Louisville Inc.'s (GLI) ENTERPRISECORP, introduced the newest companies selected to the High Impact Portfolio during the State of Entrepreneurship Breakfast on March 31 at the Olmsted.

Founded by Henrietta Pepper in 2005, **the pepper group, ltd.** is a brand communications firm specializing in strategic brand planning and development serving clients through a network of strategic alliances representing research, media, public relations, creative and other disciplines.

The High Impact Program strives to nurture the prosperity of Greater Louisville's growth businesses. Initiated by Mayor Jerry Abramson in 2003, the High Impact Program identifies companies meeting specific criteria for inclusion in the High Impact Portfolio.

"Being named to the High Impact Portfolio is a great honor," said Pepper, president of **the pepper group, ltd.** "We take great pride in Louisville and the amazing number of new and growing businesses taking our city to the next level. I look forward to continue expanding our reach and seeing our clients succeed, as a result."

"The innovation and accomplishments of these companies during challenging economic times demonstrates the significant contributions these fast-growth businesses are making to our regional economy," said Mark Crane, executive director of ENTERPRISECORP.

Collectively, High Impact Portfolio companies represent \$2.3 billion in annual revenues; have a 36 percent average growth rate; have created nearly 3,000 new jobs in our region; and have invested \$438 million over the last four years.

### **About the pepper group, ltd.**

*the pepper group, ltd. is a brand communications firm managing brand strategy development and implementation for a variety of clients in business-to-business and direct-to-consumer categories. We have a unique business model designed to bring stronger, more meaningful results to clients through a network of strategic alliances. Our model is inclusive of a resource pool of research, creative, interactive, production, PR/media relations, direct marketing, and business planning experts. To learn more, please visit [www.pepperltd.com](http://www.pepperltd.com).*

**HIGH IMPACT PROGRAM**

NURTURING THE PROSPERITY OF GREATER LOUISVILLE'S GROWTH BUSINESSES





**About the High Impact Program**

*The High Impact program strives to nurture the prosperity of Greater Louisville's growth businesses. The High Impact Program is a public/private partnership, initiated by Mayor Jerry Abramson, funded by Louisville Metro Government and administered by GLI's ENTERPRISECORP - that identifies and serves fast growth companies, companies with the potential for fast growth and those companies that enable growth in others. This program focuses on companies of these types headquartered in Louisville that have a disproportionately higher impact on the metro area economy. For more information on the High Impact Program, visit [www.HighImpactLouisville.com](http://www.HighImpactLouisville.com).*

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