



## Pabst Brewing Company Selects InnerWorkings as its Marketing Execution Partner

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CHICAGO--(BUSINESS WIRE)--May 16, 2018-- [InnerWorkings, Inc.](#) (NASDAQ: INWK), the leading global marketing execution firm, today announced a new long-term contract with Pabst Brewing Company, North America's largest privately held brewing company.

Under a five-year contract, InnerWorkings will be the exclusive provider for Pabst's retail marketing execution. The full scope of services includes branded merchandise, creative services, retail environments and displays, warehousing and logistics, and point-of-sale marketing collateral – all powered by a single technology solution to simplify processes, deliver flexibility, and improve transparency. InnerWorkings will reinvent the buying process for Pabst, add creative resources to support innovation, and advance the migration toward a digital in-store customer experience.

"We needed a transformative solution to more efficiently answer our customers' needs by optimizing our spend, reducing inventory, and bringing business insights to targeted campaigns with infrastructure for future growth," said Matt Bruhn, Chief Marketing Officer for Pabst Brewing Company. "InnerWorkings is the right partner to provide creative ideation, operational discipline, and serve as a steward of our brands."

"InnerWorkings has a long track record of delivering integrated solutions across the complex process and supply chain of global beverage companies," said David Duysen, InnerWorkings' Vice President, Business Development. "We are excited by the opportunity to elevate Pabst's marketing impact through our scalable technology suite and dedicated experts who will bring innovation to streamline marketing operations globally."

For more information about InnerWorkings, visit [www.inwk.com](http://www.inwk.com). For more information about Pabst Brewing Company, visit [pabstbrewingco.com/](http://pabstbrewingco.com/).

### About InnerWorkings

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 1000 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the Company leverages proprietary technology, an extensive supplier network and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is headquartered in Chicago, IL and employs 2,000 individuals to support global clients in the execution of multi-faceted brand campaigns in every major market around the world. InnerWorkings serves many industries, including: retail, financial services, hospitality, consumer packaged goods, nonprofit, healthcare, food & beverage, broadcasting & cable, automotive, and transportation.

### About Pabst Brewing Company

Since 1844, Pabst Brewing Company has been American-owned and operated, and is North America's largest privately held brewing company. Pabst's portfolio includes iconic brands with deep ties to America's heritage, such as its flagship Pabst Blue Ribbon and others such as Lone Star, Rainier, Schlitz, Old Style, National Bohemian, Stag, Stroh's, and Old Milwaukee. Our company, our people, and our brands are committed to making a positive impact and connecting communities across the country.

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Source: InnerWorkings, Inc.

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