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Caribou Coffee Selects InnerWorkings as its Marketing Execution Partner

CHICAGO--(BUSINESS WIRE)-- [InnerWorkings, Inc.](http://www.inwk.com) (NASDAQ: INWK), the leading global marketing execution firm, today announced a new contract with global premium coffee house Caribou Coffee Company, Inc. and its affiliate, Einstein Bros.® Bagels.

Under the agreement, InnerWorkings will deliver a point-of-sale marketing supply chain solution for marketing collateral across five brands and more than 1,200 locations. Through a dedicated on-site team and custom eCommerce platform, InnerWorkings' solution will redefine processes to uphold brand consistency and drive cost savings.

"Moving to one consistent platform known for retail best practices will drive visibility and efficiency into our marketing operations while consolidating all of our purchasing through a single marketplace," said Karen Francois, Caribou's Senior Director, Productivity & Performance.

"Our analytical approach powered by our best-in-class global technology platform will give Caribou and Einstein optimal execution on every marketing campaign," said Brad DeHart, InnerWorkings' Global Vice President, Business Development.

For more information about InnerWorkings, visit www.inwk.com. For more information about Caribou Coffee Company, visit www.cariboucoffee.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 approximately 1,900 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 Caribou Coffee Company

Caribou Coffee Company is a specialty coffee and espresso retailer. Caribou Coffee is a Minnesota-based company (owned by German holding company JAB) that specializes in espresso beverages, their own blends of coffee, tea, sandwiches and bakery goods. There are more than 273 company-owned coffeehouses in 18 states and the District of Columbia, as well as 203 franchise locations in 10 countries.

About Einstein Brothers Bagels

Einstein Bros.® Bagels is a neighborhood bagelry that's always cooking up a new way to bagel. Known for its fresh-baked bagels available in a variety of flavors and signature double-whipped shmears, Einstein Bros.® Bagels also serves gourmet bagel sandwiches, coffee, espresso, sweets and snacks. Einstein Bros.® Bagels is proud to be the largest bagel retail company in America with more than 700 locations in 40 states and the District of Columbia. To learn more, visit www.EinsteinBros.com.

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InnerWorkings, Inc.
Bridget Freas
312-589-5613
bfreas@inwk.com

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