

October 16, 2014

InnerWorkings Takes First and Second Place Honors at the 2014 Luxury Packaging Awards

CHICAGO--(BUSINESS WIRE)-- InnerWorkings, Inc. (NASDAQ: INWK), a leading global marketing execution firm, continues to receive industry recognition for its innovation and outstanding work in design, luxury packaging and displays. UK-based *Packaging News* honored InnerWorkings with a first-place 2014 Luxury Packaging Award for its Glengoyne 25-year-old Highland single malt Scotch Whisky package and a second-place award for its Champagne Bollinger RD package.

Drawing entries from multiple countries in Europe and North America, the 2014 Luxury Packaging Awards were revealed in London with 250 of the industry's top designers, manufacturers and enthusiasts in attendance. The elite international panel of judges selected winners based on great design and packaging innovation in five specific areas:

- Quality and innovation in graphics, decoration, shape and structure
- Functionality
- Shelf stand-out
- Adding value to the brand
- Luxury feel

The Glengoyne 25-year-old Highland single malt Scotch Whisky package took first place as it exuded quality and luxury. As a premium brand, its packaging had to be of the highest quality and give the impression that no expense was spared. The InnerWorkings' team accomplished this by using special paper, foil blocking, UV varnish and an oak-finished base with its etched slogans and beautifully manufactured removable parts. Judges agreed that the packaging impressively reflected the quality of the 25-year-old malt it contained.

"We take great pride in this latest recognition of our work," stated Simon Bell, General Manager of InnerWorkings Leeds. "By creating high-end luxury products that drive disciplined cost savings and accountability, InnerWorkings delivers impact from innovation to execution."

These two latest awards from *Packaging News* join InnerWorkings' impressive roster of recent awards including several from Point of Purchase Advertising International (POPAI) and Graphic Design USA.

About InnerWorkings, Inc.

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 500 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 based in Chicago, Ill., employs approximately 1,500 individuals, and maintains 67 global offices in 30 countries. Among the many industries InnerWorkings serves are: retail, financial services, hospitality, consumer packaged goods, not-for-profits, healthcare, food & beverage, broadcasting & cable and transportation. For more information visit: www.inwk.com.

InnerWorkings, Inc.
Leigh Segall
(312) 642-3700
lsegall@inwk.com

Source: InnerWorkings, Inc.

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