

April 30, 2013

InnerWorkings Wins Display of the Year Award from POPAI

CHICAGO--(BUSINESS WIRE)-- InnerWorkings (**NASDAQ: INWK**), a leading global marketing supply chain company, today announced that it received prestigious award recognition from POPAI, the global association for marketing at retail.

InnerWorkings was awarded Display of the Year for its Absolut Vodka permanent display at POPAI's 2013 Outstanding Marketing at Retail Awards. The Display of the Year is selected from among the gold winners in each division of the contest.

"I'm thrilled that POPAI, who has such a deep understanding of innovative and effective marketing at the retail level, has recognized us," said David Freundlich, president, eastern region at InnerWorkings. "We take great pride in our ability to produce unique, brand-relevant point of purchase materials that engage consumers while driving sales for our clients. This is yet another example of how our talented POS teams partner with our clients to produce truly great work."

Additionally, InnerWorkings received a gold award for its Jameson Fall Football Cooler Display in the semi-permanent category. The Absolut Vodka and Jameson brands are owned by [Pernod Ricard](#), a leader in the global branded beverage industry, and the accolades were awarded jointly to InnerWorkings and Pernod Ricard.

"At Pernod Ricard USA, our brands are committed to investing in relevant and impactful merchandising that influence consumer's purchase decisions and drive incremental sales at retail," said Carol Giaconelli, Director of Sales Promotion, Pernod Ricard USA. "Receiving this honor from POPAI reinforces our commitment to achieving excellence in marketing at retail. We will continue to strive to deliver superior retail programming that deliver tangible results."

About InnerWorkings, Inc.

[InnerWorkings, Inc.](#) (NASDAQ: INWK) is a leading global marketing supply chain company servicing corporate clients across a wide range of industries. With proprietary technology, an extensive supplier network and deep domain expertise, the Company procures, manages and delivers printed materials and promotional products as part of a comprehensive outsourced enterprise solution. InnerWorkings is based in Chicago, IL, employs approximately 1,400 individuals, and maintains 49 global offices. Among the many [industries](#) InnerWorkings services are: retail, financial services, hospitality, non-profits, healthcare, food & beverage, broadcasting & cable, education, transportation and utilities.

For more information visit: www.inwk.com.

POPAI

Since 1936, POPAI (Point of Purchase Advertising International) has served as the leading international advocate and voice of the marketing at retail industry. Comprised of chapters worldwide and serving more than 1,700 members internationally, POPAI promotes, protects and advances the broader interests of the marketing at retail community through original research, certified education, showcasing industry excellence, trade forums and protecting intellectual and legislative rights. For more information, please visit <http://www.popai.com>.

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