

NEWS RELEASE

For Release:

Contact:

February 4, 2010

Immediately

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Thought District hires Monte Olson as President

Lincoln, Neb. – Thought District, one of the area’s fastest growing brand design and sales strategy companies, has hired Monte Olson as President. Olson will provide strategic leadership to Thought District’s staff and existing client partners while introducing the company to new relationships.

As a veteran marketer with nearly 20 years experience on both the agency and client side, Olson brings a diverse background to Thought District that includes brand and product development, interactive and social media promotions as well as public relations and event marketing. He has worked on nationally recognized brands such as Miller Brewing Company, DirecTV, Red Lobster, Midas, IBM, Bank of America and Hoover.

“Monte’s extensive background is a perfect complement to the talented team we have assembled at Thought District,” said Eric Dinger, chairman and CEO of the company. “As we continue to grow, Monte’s leadership will be central to our ability to provide our client partners with innovative solutions to their unique business challenges.”

Olson is a native of Lincoln, Neb. and a 1991 graduate of the University of Nebraska-Lincoln’s College of Journalism and Mass Communications. He serves as president of the Lincoln Children’s Museum board of directors, is a member of the advisory board for the College of Journalism, a member of Rotary Club #14 and serves on the board of Lincoln’s Symphony Orchestra. In 2008, Olson was recognized as one of Lincoln’s “40 under 40” by the *Lincoln Business Journal*.

About Thought District -Thought District was founded in 2003 and is headquartered in Lincoln, Neb. The company represents a variety of local, regional and national companies across a number of industries including manufacturing, software and consumer retail. More information about the company is available at www.ThoughtDistrict.com.

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