



discovery + design

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For Immediate Release

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IT'S OFFICIAL: TWO WEST IS MAKING CORPORATE COOL

Two West, a strategic design and marketing services firm with offices in Kansas City and Los Angeles, was recently awarded the Top Companies 2010 Corporate Cool Award by KC Business magazine.

A panel of judges reviewed over 30 nominees before awarding companies based on community impact, workplace environment and vision for the future.

"As a company that prides itself on its culture, we're obviously thrilled to be recognized," said Two West CEO Ethan Whitehill. "And I don't care if it's in high school or in business, it feels good to be cool."

Whitehill cites Two West's community involvement, upbeat culture and employee benefits as reasons for the award.

"For us, being cool means striving for balance beyond the balance sheet," said Whitehill. "Making a living and enjoying life don't have to be opposing ideas."

Recipients of Kansas City's Top Companies will be honored at a reception in July.

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About Two West Inc.

Two West Inc. is a Transformation Design firm that helps consumer, retail and entertainment brands turn customer insight into business innovation. Since 1997 Two West has helped its clients including Sprint, Kathy Ireland Home by Alta, Miller Brewing Company and Fort Dodge Animal Health pioneer breakthrough solutions to build world-class brands. Two West is headquartered in Kansas City, MO and has offices in Los Angeles, CA.