

PRESS RELEASE
April 17, 2010

For Immediate Release
Contact:
Rhonda Harper
770-225-6800
RTM&J LLC

2010 RTM&J iChallenge^(tm) ***Atlanta Corporations, NonProfits, & Universities Challenge Business School Interns***

ATLANTA, GA - April 17, 2010 - The 2010 RTM&J iChallenge, a 10-week summer business, marketing, and communications intern contest in which one student will win \$10,000, launches May 24 and concludes August 6, 2010. Think of it as American Idol meets Project Runway meets The Apprentice.

Each week a client-challenger will issue a business challenge to the interns who, after working on it during the week, present their recommendations on Friday. The client-challenger, a guest judge, and an RTM&J partner will judge the presentations after which some will be told they are going home, while others get one week closer to the \$10,000 prize.

Zoo Atlanta, Siemens Industry, Children's Healthcare of Atlanta, Sony Ericsson, HC Brill, Rent Wiki, Autotrader, and 360 Sports Academy are among the ten client-challengers. Guest judges include: Doug Bowman, Marketing Chair, Emory University Goizueta; Naveen Donthu, Marketing Chair, Georgia State University Robinson; Richard Franza, Management and Entrepreneurship Chair, Kennesaw State University Coles; David Williams, Founder, 360i.com and BLiNQ Media; Michael Tchong, Founder, Ubercool; Jerry Thompson, Partner, Ketchum; and, Genevieve Bos, Founder, Pink Media. So far more than 100 student interns from schools around the southeast have applied to compete.

Separately, ten journalism, communications, film, and broadcast major student interns will also produce weekly videographies and a final "reality show" documentary chronicling the event. These videos will be shown on websites, sent in podcasts, provided in social media channels, and uploaded on youtube.

The RTM&J iChallenge is presented by Centra Marketing and Communications and sponsored by Leadership Worth Following.

Learn more at rtmjchallenge.com.

About RTM&J LLC

Founded in 2001, RTM&J is a strategic marketing growth consultancy headquartered in Atlanta, GA. Comprised of a proven group of talented consultants with blue-chip backgrounds in the fields of corporate strategy, brand strategy, marketing services, creative services, and finance, RTM&J works with large corporations as well as small, innovative fast growth companies. Learn more at rtmj.com.

Rhonda Harper, Managing Partner & CEO;
Alfredo Ortiz, Partner & SVP