



January 9, 2019

VIA FIRST-CLASS MAIL AND EMAIL

Patricia Bordman
Mayor of Birmingham
151 Martin Street
Birmingham, MI 48012

Krista Johnson
WIOA Title I Section Manager
Workforce Development - Office of Talent Policy and Planning
201 North Washington Square
Lansing, MI 48913

Re: Notification Pursuant to WARN Act

To Whom It May Concern:

Pursuant to the Worker Adjustment and Retraining Notification Act (“WARN Act”), 29 U.S.C. § 2101 *et seq* (1988), this is to inform you Reprise Media, Inc. plans to eliminate the majority of its Search, Social and Mobile Media practice located at 205 Hamilton Row, Birmingham, MI 48009 as part of what we anticipate will be a permanent action.

The expected separation date is March 8, 2019.

There are no applicable bumping or transfer rights and none of the affected employees are represented by a union.

The job titles to be affected, the number of employees in each job title and the number of affected employees in each job title, are as follows:

Account Director	3	3
Account Director, Acct Mgmt	1	1
Account Executive	3	3
Account Manager	3	3
Acct Director, Client Services	1	1
Analyst, SEM	1	1
Analyst, Social Analytics	1	1
Art Dir, Creative & Production	1	1
Art Director	2	2
Assoc Account Director	2	2
Assoc Creative Director	2	2
Assoc Director, Paid Search	2	2
Assoc Director, Paid Social	1	1
Associate, Community Manager	1	1
Associate, Paid Search	3	3
Associate, Paid Social	1	1
Community Manager	5	5
Copywriter	2	2
Copywriter, Creative & Product	1	1
Creative Content Manager	1	1
Designer	1	1
Director, Analytics	1	1
Director, Business Affairs	1	1

Director, Community Mgmt	1	1
Director, Paid Social	1	1
Executive Producer	1	1
Finance Manager	1	1
Freelance Assistant Editor	1	1
Freelance Audio Engineer	1	1
Freelance Editor	4	4
Freelance Producer	1	1
Group Account Director	1	1
Manager, Paid Search	3	3
Manager, Paid Social	3	3
Manager, SEM	1	1
Manager, SEO	1	1
Manager, Strategy	2	2
SEM Programmer	1	1
Senior Specialist, Paid Search	1	1
Specialist, Mobile Media	2	2
Specialist, Paid Search	2	2
Specialist, Paid Social	3	3
Sr Account Director	1	1
Sr Analyst, SEM	1	1
Sr Analyst, Social Analytics	1	1
Sr Art Director	2	1
Sr Community Manager	3	3
Sr Copywriter	3	3
Sr Manager, Creative	4	1
Sr Manager, Mobile Investment	1	1
Sr Manager, Paid Social	1	1
Sr Producer	2	2
SVP, Executive Director	1	1
SVP, Head of Creative	1	1
SVP, Managing Director	1	1
VP, Client Finance Director	1	1
VP, Group Director, SEM	1	1
VP, Grp Director, Mobile Media	1	1

The name and telephone number of the company official to contact for further information is Mary Watson, 248-554-4536, mary.watson@mbww.com.

Sincerely,



Mary Watson
Director, HR Business Partner