



Triad Digital Media, LLC
100 Carillon Parkway, Suite 100
St. Petersburg, Florida, 33916

April 17, 2020

Via First Class Mail Return Receipt Requested

Steven K. Gustafson
State Trade and Rapid Response Coordinator
Department of Economic Opportunity
107 E Madison St
Caldwell Building, MSC G-229
Tallahassee, FL 32399

Re: Notice Pursuant to the Worker Adjustment and Retraining Notification Act

Dear Mr. Gustafson,

I am writing on behalf of Triad Digital Media, LLC (the "Company") to inform you that the Company will be ceasing operations and closing its offices located at 100 Carillon Parkway, Suite 100, St. Petersburg, Florida, 33916. This shutdown is expected to begin on April 30, 2020 and will include all titles and positions. This shutdown is expected to be permanent. We expect that individual employees will be terminated between April 30, 2020 and December 31, 2020. Please note that this timing is based on information available at this time and may change based on business circumstances. If the timing of this closing and the terminations changes, we will notify you as soon as possible. A list of the names, addresses, and job titles of the affected employees is attached hereto as **Exhibit A**.

The Company is providing you with this notice regarding this "plant closing" pursuant to the Worker Adjustment and Retraining Notification (WARN) Act. Please consider this letter to be your official notice as required under this statute. This statute also requires us to inform you that "bumping rights" (i.e., the right to take a more junior employee's job), are inapplicable in this situation and do not exist. Notices have also been provided to the Company's affected employees (by first class mail return receipt requested) and to the Mayor of St. Petersburg, Florida and the Chairperson of the Board of County Commissioners for Pinellas County. All such notices were sent on April 17, 2020. A sample of the notice sent to the affected employees is attached hereto as **Exhibit B**.

The Company was not able to give greater advance notice of this termination since this termination arises from unforeseeable business circumstances. Like many others, the Company's business has been hit hard by the sudden, dramatic, and unexpected economic impact of the COVID-19 epidemic and Florida and the federal government declaring a state of emergency. While this is out of the Company's control and we could not see this coming, like many other businesses, we unfortunately need to take immediate action under these dire circumstances. Thus, we are notifying affected employees of this plant closing as soon as practicable.

If you have any questions, please feel free to contact Allison Weimann at 212-297-8427 or Allison.Weimann@groupM.com.

Very truly yours,

Allison Weimann
Director, Human Resources
GroupM

Exhibit A

<u>First Name</u>	<u>Last Name</u>	<u>Job Title</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>
		VP, Media				
		Commerce Manager				
		SVP, Corporate Marketing				
		VP, Client Lead				
		SVP, Creative				
		SVP, Creative Payroll Specialist				
		Sales Manager				
		Director of Commerce				
		Campaign Manager				
		VP of Finance				
		Associate Director, Account Management				
		Programmatic Analyst				
		Associate Director, Publisher Onboarding & Operations				
		Senior Campaign Manager				
		Senior Corporate Designer				
		Executive Administrator				
		Senior Project Manager				

HR Generalist
Commerce Manager
SVP, Account Management & Sales Operations
Director of Commerce
Marketing Manager
Manager, Client Services
Senior Client Director
VP, Sales
Senior Manager, Help Desk
Manager, Programmatic Buying & Operations
Account Manager
Publisher Operations Manager
Yield & Inventory Analyst
Senior Pub Marketing Manager
Director, Creative, Corporate Marketing
Campaign Manager
Senior Director, Product
Chief Revenue Officer
Associate Director, Publisher Operations
Manager,

Accounting
Account Manager
Front End Developer I
Sales Director
QA Manager
Director, Publisher Onboarding & Operations
SVP, The Market
Senior Account Manager
Group, RVP of Sales
Programmatic Analyst
Commerce Manager
Senior Service Desk Specialist
Client Director
Senior Sales Director
Senior Sales Director Manager, Finance
Senior Communications Designer
VP, Sales
Associate Director, Publisher

Operations
Sales Director
Director of People & Culture
Senior System Engineer
Senior Client Operations Manager
Senior Creative Designer
Digital Analyst
Director, Search Analytics
Accounts Receivable Associate
Senior Account Manager
Pub Marketing Manager
Accounts Payable Associate
Associate Art Director
Art Director
Group VP, Client Lead
Senior Sales Director
Business Development Manager
VP, Commerce Strategy
SEO & Content Manager
Senior Project Manager
Manager, Facilities

Campaign Manager

Account Manager

Senior Financial
Analyst

Account Manager

Senior Client
Strategist

Senior Accountant

Systems Engineer I

Chief Executive
Officer

Client Service
Manager

Client Strategist

Senior BI Engineer

Content Strategist

Sales Director

Salesforce
Application
Administrator

Manager, Accounts
Receivable

Account Manager

HR Coordinator

Senior Web
Engineer

Senior Commerce Manager
Senior SQL DBA

Exhibit B



Triad Digital Media, LLC
100 Carillon Parkway, Suite 100
St. Petersburg, Florida, 33916

April 17, 2020

Via First Class Mail Return Receipt Requested

Stefanie Acosta
785 South Village Dr, North #101
St. Petersburg, FL 33716

Re: Notice Pursuant to the Worker Adjustment and Retraining Notification Act

Dear Stefanie,

I am writing on behalf of Triad Digital Media, LLC (the “Company”) to inform you that the Company will be ceasing operations and closing its offices located at 100 Carillon Parkway, Suite 100, St. Petersburg, Florida, 33916. This shutdown is expected to begin on April 30, 2020 and will include all titles and positions. This shutdown is expected to be permanent. We regret to inform you that as a result of this shutdown, your position will be eliminated and your employment will be terminated during the 14-day period commencing on August 13, 2020. Please note that this timing is based on information available at this time and may change based on business circumstances. If the timeframe does change, we will notify you as soon as possible.

The Company reserves the right to terminate your employment prior to August 13, 2020, and in the event that it does so, other than a termination for cause, you shall remain eligible for compensation and benefits through August 13, 2020. If you resign prior to August 13, 2020, you shall no longer be eligible for any further payments or benefits.

The Company is providing you with this notice regarding this “plant closing” pursuant to the Worker Adjustment and Retraining Notification (WARN) Act. Please consider this letter to be your official notice as required under this statute. This statute also requires us to inform you that “bumping rights” (i.e., the right to take a more junior employee’s job), are inapplicable in this situation and do not exist.

The Company was not able to give greater advance notice of this termination since this termination arises from unforeseeable business circumstances. As you may know, our business has been hit hard by the sudden, dramatic, and unexpected economic impact of the

COVID-19 epidemic and Florida and the federal government declaring a state of emergency. While this is out of the Company's control and we could not see this coming, like many other businesses, we unfortunately need to take immediate action under these dire circumstances. Thus, we are notifying affected employees of this plant closing as soon as practicable.

If you have any questions, please feel free to contact Allison Weimann at 212-297-8427 or Allison.Weimann@groupM.com.

Very truly yours,

Allison Weimann
Director, Human Resources
GroupM