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TrueBlue Chief Marketing Officer Maggie Lower Named to Global List of LGBT Role Models

Company also recognized for “cutting-edge tactics” to diversify its workforce

TACOMA, Wash.--(BUSINESS WIRE)-- TrueBlue (NYSE:TBI) today announced that Chief Marketing Officer (CMO) Maggie Lower has been named to the [“OUTstanding LGBT+ Executives 2018, presented by the FT” list](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181026005308/en/>



TrueBlue Chief Marketing Officer Maggie Lower Named to Global List of LGBT Role Models (Photo: Business Wire)

“This recognition is a significant milestone in how much Maggie has grown as a global marketing leader and advocate, and how much TrueBlue has evolved as a company,” said Patrick Beharelle, CEO of TrueBlue. “Maggie is helping us build a culture where every TrueBlue employee can really be their true selves.”

Since 2013, the OUTstanding list, presented by the *Financial Times* (FT),

has recognized LGBT executives and allies who are not only successful in their own careers, but also in driving cultural change and creating supportive workplaces for other LGBT people.

“Our sixth OUTstanding list is our most international and diverse ever. It features executives representing 21 countries around the world – from Ghana to Germany and from India to Israel,” said Suki Sandhu, founder & CEO of INvolve. “We’re so proud to see so many senior and future leaders recognized as role models for their work driving cultural change and creating environments where everyone can succeed. Everyone – regardless of gender,

sexuality or ethnicity – benefits from a level playing field where people feel able to bring their whole selves to work.”

Lower joined TrueBlue in January 2018 as the company’s very first CMO. She leads TrueBlue’s digital, brand marketing, innovation and communications strategies at both the enterprise level and for each of its brands - PeopleReady, PeopleManagement and PeopleScout.

NACD recognizes TrueBlue for broad definition of diversity

TrueBlue’s commitment to diversity and inclusion encompasses every level of the company, from the front lines to the board of directors. Last month, the National Association of Corporate Directors (NACD), representing more than 19,000 corporate board members, [announced the winners of the “NACD NXT Recognition Awards.”](#)

TrueBlue won the “small cap” category and was recognized for not only the diversity of its board, but at every level of hiring. NACD said TrueBlue “was chosen for having a truly broad definition of diversity and for leveraging cutting-edge tactics to intentionally diversify its work force with a goal of empowering workers, enabling the less advantaged worker and addressing disruption.”

NACD received nominations for 25 different companies’ boards, and from that, chose winners in just four categories.

About TrueBlue

TrueBlue (NYSE: TBI) is a leading provider of specialized workforce solutions that help clients create growth, improve efficiency and increase reliability. TrueBlue connected approximately 740,000 people with work during 2017 in a wide variety of industries through its PeopleReady segment offering industrial staffing services, PeopleManagement segment offering contingent and productivity-based onsite staffing services, and PeopleScout segment offering Recruitment Process Outsourcing (RPO) and Managed Service Provider (MSP) solutions. Learn more at www.trueblue.com.

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