

**FOR IMMEDIATE RELEASE**

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**Contact: Sarah Reemtsma**  
Group O  
(309) 736-8222

## Group O Named AT&T Entertainment Group Reward & Loyalty Supplier

**MILAN, IL** – Group O, Inc. is proud to announce its selection as AT&T Entertainment Group’s preferred Reward & Loyalty Program supplier. As an industry leader specializing in the end-to-end management of Reward and Loyalty Programs, Group O will manage, support and fulfill all rewards for AT&T U-verse TV, high speed DSL, DirecTV and bundled Wireless campaigns nationwide.

**Support Services provided to AT&T include:**

- Reward Procurement and Fulfillment
- Customer Care & Sales
- Web Development & Hosting
- Creative Design

Anticipating AT&T’s changing, digital-first environment, Group O continuously develops and invests in premier technology-based solutions to react quickly to new opportunities while driving new standards of excellence.

“For Group O to thrive, our team members must be creative, driven and passionate about technology. That’s really the backbone of who we are” said Gregg Ontiveros, President and CEO of Group O. “Around here, change is exciting. We like to hang our hat on the fact that we have an innovative culture and are always looking for what’s next.”

Group O has worked extensively with AT&T over the last 15 years and received the 2015 AT&T Supplier Award for work in cost savings, customer service, performance, teamwork, supplier sustainability and diversity supplier spend. The company maintains a strong commitment to diversity in all facets of its business, and is recognized as one of the Top Five Latino-owned businesses by the [USHCC](#), as well as a National Minority Supplier of the Year by the National Minority Supplier Development Council ([NMSDC](#)).

(more)



4905 77th Avenue Milan, IL 61264  
800.752.0730 309.736.8300 (MAIN)

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*Group O is an End-to-End solutions provider specializing in marketing, supply chain, packaging and business analytics solutions. Headquartered in Milan, Illinois, and with major operations in Iowa, Minnesota and Texas, Group O employs more than 1,000 professionals with diverse industry experience to bring expert perspectives and business insights for optimizing inventory, logistics, fulfillment and customer engagement. Founded in 1974 as a small, family-run packaging company, Group O has grown into a thriving \$507 million enterprise with world-class industry experience under the leadership of the Ontiveros family.*

For more information on Group O, please visit [www.groupo.com](http://www.groupo.com).

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