



Sigma Group offers employees part-time hours and sabbaticals to combat economic decline.

[ORADELL, NJ] – [September 22, 2008] – With the state of our economy in a rapid decline many companies have cut overhead and many have had to lay off employees. In fact, the unemployment rate has surged to a five-year high at 6.1% and 605,000 people have lost their jobs so far this year.

Sigma Group, a full-service advertising agency located in Oradell, New Jersey has found a unique way to deal with shrinking budgets and minimize employee casualties. Sigma is offering employees part-time hours and even monthly sabbaticals.

When given the choice, Sigma found employees are more than willing to take more time for themselves and a reduction in pay, rather than leave the company. "We are happy to give them the option," says Patricia Paris, HR Manager. "I myself took a one-month sabbatical, traveling to Guatemala to volunteer, making a difference in the lives of underprivileged children. By doing this, my life is more fulfilling and someone else's job is more secure." Joanna Wagner, an Account Director, and mother of two, took advantage of a part-time schedule for the summer. "It gave me more time with my children and even contributed to my drive and dedication when in the office because I didn't feel guilty for not spending enough time with them," says Joanna.

Sigma Group has a unique anti-corporate culture, a reason why most of the employees have left Madison Avenue for a workplace that feels more like family. Higher-level employees who are more secure financially can take advantage of these opportunities and in turn create a more secure work environment for all. "We know that many of our employees see their time and quality of life balance as much more valuable than money," says Patricia. "So for us, this is a win, win." Incorporating unique policies such as this has resulted in Sigma being recognized as one of America's 5000 fastest growing companies (Inc. Magazine, 2008) with a reported growth of more than 300% in employee size and billings within the past 4 years.

Founded in 1986, Sigma Group is a full-service advertising agency specializing in carrying brands across an array of media platforms. Recent campaigns include established brands such as Panasonic, DeLonghi, MasterCard, PoggenPohl, Hunter Douglas and others.

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