



Media Minefield Debuts on Inc. 5000 List

Twin Cities company serves more than 100 clients, from startups to billion-dollar brands

MINNEAPOLIS, Oct. 16, 2018 /PRNewswire/ -- A public relations firm, founded only eight years ago, has landed on the Inc. 5000 list of the fastest-growing private companies in America. Founder & CEO Kristi Piehl will accept the award in San Antonio, Texas on October 18.

Media Minefield has 21 employees (and hiring) and more than 100 clients in media markets across the country and Canada, including:

- Snap Fitness
- Supercuts
- MyPillow
- Miss Spa
- Jack Link's Protein Snacks
- Allina Health Systems

"Our team of former news professionals knows the rules of the game. We translate what our clients do into newsworthy content," Kristi Piehl said.

Media Minefield boasts a 100% placement record, meaning every client has received press. The company has servicemarked its process, NewsabilitySM: the art and science of securing real news. This innovative approach has fueled Media Minefield's success; revenue in 2017 topped \$2.3 million, and the company's three-year growth is 105%.

"In 2017, we secured more than 2,700 interviews in more than 700 media outlets across the country," Piehl added. "From hyper-local publications to national broadcast networks, we have the relationships to secure news coverage best suited for our clients."

Poised for continued growth in 2018 and beyond, Media Minefield remains committed to company culture. The company has won numerous awards for being one of the best places to work, as rated by employees.

"Our Core Values aren't just words on the wall. They are at the core of our daily conversations and the reason we continue to win Best Places To Work awards. We are wildly successful for clients and enjoy working together," Piehl said.



About Media Minefield:

Media Minefield is mining stories, positioning experts and providing real news, guaranteed. The magic of Media Minefield's NewsabilitySM process means clients receive positive press in media outlets to help them reach their target audiences. Clients have been featured in national news outlets like Bloomberg Businessweek and USA Today and on The Today Show.

Founder & CEO Kristi Piehl spent 12 years as a television anchor and reporter. After an unexpected layoff, Piehl saw an opportunity to help brands and experts tap into the power of media. She founded Media Minefield in 2010.

For more information, visit media-minefield.com.

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