

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
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200 WORDS, 60 SECONDS

BUSINESS NEWS AND NOTES

MANY MIDDLE-MARKET EXECUTIVES BELIEVE THEIR COMPANIES ARE STRONGER TODAY THAN BEFORE THE GREAT RECESSION AND THE MAJORITY ARE POISED FOR GROWTH IN THE COMING YEAR. THOSE ARE TWO KEY FINDINGS OF A RECENT SURVEY OF THREE HUNDRED MIDDLE-MARKET EXECUTIVES IN THE UNITED STATES. OVER HALF OF THOSE SURVEYED SAID THAT DURING THE NEXT TWELVE MONTHS THEIR COMPANIES ARE LIKELY TO INCREASE THE RANGE OF PRODUCTS AND SERVICES THEY OFFER, EXPAND INTO ADJACENT MARKETS AND ENTER OTHER GEOGRAPHIC REGIONS. IN ADDITION, A SIGNIFICANT NUMBER—FORTY-TWO PERCENT—ALSO EXPECT TO EXPAND THEIR WORKFORCE IN THE COMING YEAR. ACCORDING TO JOHN THAIN, CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF C-I-T GROUP, A LEADING PROVIDER OF FINANCING TO MIDDLE-MARKET COMPANIES, THIS FINDING IS GOOD NEWS SINCE THESE BUSINESSES HAVE LONG BEEN THE BACKBONE OF THE U-S ECONOMY, EMPLOYING TENS OF MILLIONS OF AMERICANS AND GENERATING TRILLIONS IN REVENUE ANNUALLY. THIS RESEARCH IS ANOTHER EXTENSION OF C-I-T'S COMMITMENT TO THIS CRITICAL GROUP OF COMPANIES, EXPLORING THEIR VIEWS AND PERSPECTIVES ON IMPORTANT ISSUES FACING THEM TODAY. TO LEARN MORE AND TO DOWNLOAD A FREE COPY OF THE REPORT, VISIT C-I-T--DOT-- COM--SLASH--MIDDLE-MARKET-OUTLOOK.