

The logo for Empire State Development, featuring the text "Empire State Development" in a blue serif font inside a rounded rectangular box with a light blue gradient and a subtle shadow.The logo for Active International, featuring the word "ACTIVE" in a large, bold, black sans-serif font with a blue triangle above the letter 'I', and the word "INTERNATIONAL" in a smaller, black sans-serif font below it.

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**EMPIRE STATE DEVELOPMENT ANNOUNCES ACTIVE INTERNATIONAL TO MODERNIZE OPERATIONS  
AND KEEP GLOBAL HEADQUARTERS IN ROCKLAND COUNTY**

*Company With Worldwide Footprint Chooses To Remain In New York State And Retain More  
Than 315 Jobs*

Empire State Development today announced Active International, the global leader in corporate trade, has chosen to invest in modernizing its Rockland County operations and keep its global headquarters in New York State. The company, which has offices and employees in locations around the world, considered relocating outside New York before making a strong commitment to continue doing business in the Empire State and retain more than 315 jobs.

“Active International’s decision to modernize its global headquarters in Rockland County, and remain in New York State, is a clear demonstration of the significant progress we’ve made to improve the state’s business climate under Governor Cuomo’s leadership,” said Empire State Development President, CEO & Commissioner Kenneth Adams. “We look forward to their continued success and appreciate their investment in the local economy.”

Active International is a globally recognized provider of media, marketing, travel, retail marketing, shipping and other vital business services through the practice of corporate trade. Founded in 1984 by Alan Elkin and Arthur Wagner in Rockland County, Active International has grown from having one office in New York to having more than 500 employees around the world, including Australia, Brazil, Canada, China, France, Germany, Hungary, Japan, Korea, Mexico, Poland, Spain and the United Kingdom. The company places more than \$1.7 billion in media and other goods and services annually on behalf of its’ Fortune 1000 clients, and has restored more than \$1 billion in value to its clients over the past 30 years.

Alan Elkin, Chairman, CEO and Co-Founder of Active International said, “Blue Hill Plaza has provided the opportunity for Active International to grow both as a business and a member of our community. We are pleased to have reached a progressive solution for our space needs that keeps us in Rockland County for the next 15 years and look forward to remaining an active member of the community.”

Earlier this year, the company began exploring options for its future – either modernize its existing New York facility at Blue Hill Plaza or find a new location. After considering multiple options, including relocating and/or building a new facility outside of New York State, Active International decided to make significant investments in its Rockland County operations and continue to have its global headquarters based in New York State.

To encourage Active International to remain in New York State, ESD offered the company a performance-based grant of up to \$1 million, to invest in renovating and modernizing its facility, which is tied directly to the company's commitment to retain more than 315 full-time employees. If Active decided to leave New York, Blue Hill Plaza would have suffered the loss of a tenant that occupies four floors (approximately 100,000 square feet) in Pearl River and Rockland County would have lost hundreds of full-time jobs. The company has renewed its lease to stay at Blue Hill Plaza through 2029.

Tim Jones, Managing Member, Blue Hill Plaza said, "During the almost 20 years we have owned Blue Hill, Active International has been one of our most important customers and one of the most committed and effective corporate citizens in Rockland County. Today, Active is the largest tenant at Blue Hill and a major employer in the County so their commitment to 15 more years is obviously of enormous importance to us. However, I think that the benefits that they bring to our region through their community involvement are equally important and we are extremely fortunate and thankful to keep them here."

Rockland County Executive Ed Day said, "The decision by Active International to grow its global headquarters in Rockland County is an affirmation of our innovative efforts to create more jobs and provide more opportunities for local residents and all New Yorkers. The company's retention of 315 jobs in Pearl River shows a serious, long-term commitment to our highly-skilled workforce and our economy. We wish the company much success in the years ahead and look forward to a continued partnership."

Senator David Carlucci (D-Rockland/Westchester) said, "We are very excited to hear that Active International, the global leader in corporate trade, has chosen to invest in and modernize its Pearl River location here in Rockland County, retaining over 300 jobs. The international company has offices and employees around the world. Investing in Rockland shows Active's strong commitment to our community."

### **About Active International**

Active International consults with the Fortune 1000 on ways to optimize their enterprise assets, typically excess consumer packaged goods, real estate and capital equipment. As the global leader in corporate trade, Active has successfully helped many of the world's leading brands recover value, reduce costs and increase market share. Providing a dynamic financial tool and creative marketing solutions, Active has helped its clients improve their business performance, restoring more than \$1 billion in value to its' Fortune 1000 clients over the past 30 years and

placing more \$1.7 billion in media and other goods and services annually on their behalf. Active International is based in New York and has offices in 14 countries. [www.activeinternational.com](http://www.activeinternational.com)

Empire State Development (ESD) is New York's chief economic development agency ([www.esd.ny.gov](http://www.esd.ny.gov)). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo's Regional Economic Development Councils and the marketing of "I Love NY," the State's iconic tourism brand. For more information on Regional Councils and Empire State Development, visit [www.nyworks.ny.gov](http://www.nyworks.ny.gov) and [www.esd.ny.gov](http://www.esd.ny.gov).

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