

REGIONAL ADVERTISING RECOGNIZED AT 34TH ANNUAL ADDYS®

DULUTH, Minn. (February 8, 2010)—The region's advertising and creative marketing work of 2009 was honored March 5 during the 34th annual ADDY® awards hosted by the American Advertising Federation of Duluth/Superior (AAF D/S).

The juried awards, determined by a three-member panel of commissioned national judges, recognize campaigns and spot creative in media ranging from television and print to online, radio, logo creation and much more. Judges awarded a total of 18 Gold and Silver ADDY Awards, as well as three Judges Row, one Special Recognition and one Best of Show Award.

WestmorelandFlint took home the event's top honor, Best of Show, for a "John Beargrease Sled Dog Marathon" poster. WestmorelandFlint received 14 total awards—five Gold and six Silver— as well as three Judge's Row Awards. The company's interactive partner, Flint Interactive, received three Silver awards and one Gold award for online materials. Out There Advertising was awarded two Silver ADDYs and a Judges Special Recognition and Lake Superior College was awarded one Silver ADDY.

The ADDY Show, held this year at Zeitgeist Arts Building in Duluth, MN, is the culmination of 2009 client work and is the largest single event of the year for area advertising agencies, broadcast organizations, production companies, freelance writers, artists, photographers and other creative marketing professionals.

The event also honors one person with the trade group's most esteemed award, the Silver Medal, and showcases top local student creative as part of AAF Duluth/Superior's Student ADDY Scholarship Competition, which awards a total of \$2,300 to five local college students.

This year's AAF D/S Silver Medal Award, given to a member who has made outstanding contributions to the community and to advertising, was bestowed upon Cheryl Reitan, Director of Marketing and Communication at UMD. An AAF member since 1990, Reitan served as treasurer, vice-president, and president of the organization and initiated the education scholarship program in 1991, which continues today.

"I congratulate and thank everyone who participated in ADDYs," said AAF D/S President Denise Archer. "Our local ADDY winners' work has garnered District and National ADDY awards in past years, and we hope that tradition continues," Archer said.

ADDY-winning work advances to a District competition, which includes work from Minnesota, Wisconsin, and North and South Dakota. Winners at that level go on to compete among the best advertising materials in the nation.

The AAF Duluth/Superior is composed of more than 100 local advertising experts and works to enhance the professional development of club members, increase recognition for the advertising industry, and give back to the local community. AAF Duluth/Superior is a local affiliate of the American Advertising Federation, a national organization that represents the advertising industry in its entirety. For information on upcoming events or becoming a member, visit www.aafduluthsuperior.com

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