

HOT PRODUCTS + COOL CREATIVE = SIZZLING AWARDS

Although we are honored to have received a record-breaking 38 awards thus far in 2009 (to think, in '08, we received a mere 35!), including the prestigious Media Person of the Year, all of our hard work, strategy and creativity has presented a bit of a space problem.

Merlot brings home Seven ADDYS at the American Advertising Federation ADDY Awards (AAF) and Media Person of the Year!

At this year's **Addy Awards** show, Merlot Marketing brought home Addys for every day of the week: we won four gold and three silver awards, and we quickly ran out of hands to hold them! The show-stopper, however, was Merlot Marketing's own Brenda Granucci, who was awarded the AAF's Media Person of the Year.

Honestly, we can't say we're surprised. Brenda has researched, planned and placed millions of dollars in media on behalf of our clients, and her passion and enthusiasm for our clients' business is second to none. She has negotiated literally millions in savings for our clients and has great relationships with the media. Obviously we're not the only ones who think she rocks. What can we say? It's a well-deserved award... CONGRATULATIONS, BRENDA!

In addition to Media Person of the Year, awards were received for the following projects:

ADDY Awards:

- Bug! Realty Custom Photography
- Everpure Aqua Party
- Everpure Exubera Brochure
- Everpure Water Bottle Display
- Merlot Marketing Holiday Card
- Susan G. Komen Race for the Cure Poster
- Thermique Custom Photography



However, the ADDY awards were just the beginning. Below is our rapidly growing list of awards received in 2009:

International Academy of the Visual Arts (IAVA) Communicator Awards: Eight total (Gold/Silver)

Association of Marketing & Communications Professionals (AMCP); International

Hermes Awards: Eight total (Platinum/Gold)

International MarCom Creative Awards: Eight total (Platinum/Gold)

Sacramento Public Relations Association (SPRA); CAPPIE Awards: Six total (Gold/Silver)