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SGW Integrated Marketing Communications Takes Home 12 Awards

— State, National, and International Organizations Recognize SGW's Creative Excellence —

MONTVILLE, NJ (June XX, 2008) — SGW Integrated Marketing Communications has been honored by the Ad Club of New Jersey, Art Director's Club of NJ, Aster Awards and Summit Awards for work done on behalf of a variety of clients. SGW earned 12 awards for work created on behalf of Delta Dental of New Jersey, FujiFilm, Lifestyles, Purchase College, and Saint Peter's University Hospital.

SGW earned six awards for its work on Saint Peter's University Hospital's "Thanks Saint Peter's" campaign, including gold and silver awards from the Ad Club of New Jersey's "Jersey Awards," an Art Director's Club of NJ gold award, and an Aster Award, an international medical marketing awards program that allows healthcare organizations and advertising agencies to compete against similarly sized companies from across the nation and world. The Saint Peter's campaign focused on real-life patients and their stories, rather than actors.

In addition to the awards for the Saint Peter's Campaign, the Ad Club of New Jersey presented SGW with five other awards during its 40th Annual Awards Program. The competition received 635 entries from campaigns across the state, representing a variety of industries. In its 50 years, the New Jersey Advertising Club has become the largest organization of its kind, comprised of individuals and companies working in the field of advertising.

The Art Director’s Club of NJ (ADCNJ), which received 655 entries, presented SGW with a certificate of excellence for its business/trade advertising created for FujiFilm, as well as a gold award for the Saint Peter’s pediatric oncology spot. The ADCNJ is a statewide, non-profit organization of art directors, graphic designers, illustrators, photographers, art educators, and other creative professionals whose talent and services contribute to excellence in the design and production of advertising, promotion, and publishing.

SGW’s campaign for FujiFilm also received a bronze award from the Summit Awards, an international competition dedicated to furthering excellence in the communications industry, with the goal of recognizing companies that excel. Throughout its 14-year history, the Summit Awards has established itself as one of the premier arbiters of creative and communication excellence. Companies and individuals from more than 50 countries and five continents participated in the awards programs.

The full list of awards are:

Art Dir. Club NJ	TV Spot \$20-49K SPU “Pediatric Oncology”	Gold
Art Dir. Club NJ	Business/Trade Advertising – Magazine Single Page Fujifilm “Snowman”	Certificate of Excellence
Aster Awards	Total Ad Campaign “Thanks Saint Peter’s!”	Bronze
Jersey Awards	Newspaper Campaign SPU “Thanks Saint Peter’s!”	Silver
Jersey Awards	Radio Campaign SPU “Thanks Saint Peter’s!”	Silver
Jersey Awards	Television Campaign – Institutional SPU “Thanks Saint Peter’s!”	Gold
Jersey Awards	Trade Magazine Advertising 4C or more Full Page – Fujifilm “Snake”	Bronze

Jersey Awards	Collateral – Annual Report, non-profit Color – Delta Dental 2006 Annual Report	Bronze
Jersey Awards	Collateral – Misc. Collateral or Printed Material Purchase College “Think Wide Open”	Bronze
Jersey Awards	Direct Marketing – Self-Mailer single Piece, 4C – Purchase College “Know More”	Gold
Jersey Awards	Public Service/Pro Bono – Print, Single Ad Lifestyles “Ticket to Ride”	Gold
Summit Awards	B2B Trade Publication – Campaign Fujifilm Snake/Snowman	Bronze

About SGW

SGW is a full-service Integrated Marketing Communications firm with in-house expertise in research; creative design; Web site design, development, and hosting; online promotion; public relations; media planning; and video and multi-media production. All of our groups either work independently with clients or as part of one agency of record team.

For more information, visit www.sgw.com.