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**FOR IMMEDIATE RELEASE**

**SGW Integrated Marketing Communications  
Receives Summit International Award**

*--SGW recognized for Marketing Effectiveness for Sony Card initiative—*

MONTVILLE, NJ (March 2009)—SGW Integrated Marketing Communications was recently awarded a Summit Marketing Effectiveness Award for its Sony Inactive Member Mailer for Sony Card/Chase Bank. The mailer, which prompted inactive cardmembers to use their Sony Card again, was scored among the very best of 544 entries.

“The Sony mailer resulted in a response rate of 19.5 percent which is a huge response for a direct mail piece, especially one that required recipients to perform multiple tasks,” said Cynthia Heaton, vice president at SGW. “The Summit Awards recognition is a terrific affirmation of the success of this program.”

The Sony Inactive Member Mailer garnered recognition for its ability to pursue cardmembers that had been inactive for 90 days to utilize their Sony Card again and continue to spend, as well as sign up at the Sony Rewards Web site. They were also invited to spend \$500 on their Sony Cards in a 45-day period in order to receive additional incentives.

The unique appearance of the mailer featured a cylindrical can containing the materials which immediately drew the recipients’ attention to ensure they open the mailer.

The mailing induced 88,422 inactive cardholders to reactivate their dormant card status. Based on the spending of these members, Sony garnered a return of closed to \$10 million dollars as a result of this one mailing.

This year's Summit Marketing Effectiveness competition included entries from eleven countries, evaluated through a blind judging process. Criteria were based on the true purpose of marketing communications; how the entry influenced the consumer's knowledge, attitudes and beliefs.

### ***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](http://www.sgw.com)*

### ***About the Summit International Awards***

*The Summit International Awards organization is dedicated to further excellence in the communications industry. It administers rigorous awards competitions throughout the year with the goal of recognizing companies that excel. Throughout its fifteen-year history, the SIA has established itself as one of the premier arbiters of creative and communications excellence.*

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