

Media Contact:
Adam Weissman
SGW
(973) 263-5481
aweissman@sgw.com



SGW Integrated Marketing Communications
Closes Out Spring/Summer Seasons With 13 Awards In Six Prestigious Award Programs
— *SGW Wins Three Bronze Awards in Int'l Competition of Small-Medium Ad Agencies* —

Montville, NJ. – October 19, 2009 – SGW, an integrated marketing communications company, today announced it has won a total of 13 awards from six prestigious awards programs during the spring/summer of 2009. Award programs entered included *The Art Directors Club of New Jersey*, *The Aster Awards*, *Healthcare Advertising Awards*, *Jersey Award* and *The Telly Awards*. Most notably however, were the three bronze awards received in *The Summit Creative Awards Program* which is sponsored by The Summit International Awards (SIA) Organization and had received entries from 26 countries in this year's program.

“We are honored that our work was recognized in each of the awards programs by a panel of judges, many times comprised of executives from all over the world,” said Niles Wolfson, Chief Creative Officer and Co-founder of SGW. “Our first goal has always been to provide our clients with our best ideas and creative work that truly helps them get their message across, no matter if it is through print advertising, a television spot or a new website. The fact that we have been honored for our work is the icing on the cake.”

Awards Received

Art Directors Club of New Jersey (Silver): Saint Peter's University Hospital (S.P.U.H.)
Television Spot (:30 or more, budget \$75K or more)

Aster Awards (Silver): Saint Peter's University Hospital – Website Design
Aster Awards (Bronze): Saint Peter's University Hospital – Special Video Production

Healthcare Advertising Awards (Bronze): Saint Peter's University Hospital –
Publication/External (on behalf of Saint Peter's University Hospital)

Jersey Awards by NJ Advertising Club (First): Saint Peter's University Hospital-TV Spot (:30 or less, budget \$30K+)
Jersey Awards by NJ Advertising Club (First): Saint Peter's University Hospital-TV Spot (:60 or more, budget \$30K+)
Jersey Awards by NJ Advertising Club (Second): Delta Dental of New Jersey
Collateral – Annual Report, Non-Profit, color
Jersey Awards by NJ Advertising Club (Third): Camelback Mountain Resort
Interactive Media – Website Design, consumer

Summit Creative Award (Bronze): Delta Dental of New Jersey – B2B/Trade Publication – Full Page Ad
Summit Creative Award (Bronze): Saint Peter's University Hospital
Television Spot – Up To 0:60 – Single Spot \$75-100K

The Telly Awards (Bronze): Saint Peter's University Hospital – Commercial – Campaign – Not For Profit
The Telly Awards (Bronze): Saint Peter's University Hospital – Film/Video – Health & Wellness
The Telly Awards (Bronze): Saint Peter's University Hospital – Commercial – Local TV/Cable
Hospital (Over 200 Beds)

--more--

The Art Directors Club of New Jersey (ADC NJ)

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.

The Aster Awards

The Aster Awards, hosted by Creative Images, Inc., is a medical marketing awards program allowing healthcare organizations and advertising agencies to compete against similarly sized competitors from across the nation and world.

Each year, the Aster Awards holds an annual contest allowing entries designed, printed and/or distributed the previous year to be scored, judged and recognized for excellence in healthcare marketing and advertising.

Healthcare Advertising Awards sponsored by Healthcare Marketing Report

The Twenty-Sixth Annual Healthcare Advertising Awards sponsored by Healthcare Marketing Report is a national competition that recognizes the field of healthcare marketing and advertising. In this year's competition, over 3,600 entries were received in 28 categories, making it the largest healthcare advertising awards competition. A national panel of judges were engaged in reviewing all entries based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

The Jersey Awards sponsored by The New Jersey Advertising Club

Established in 1968, The New Jersey Advertising Club has become the largest organization of its kind during its 50+ years in existence and is comprised of individuals and companies working in the field of advertising.

The Summit Awards

The Summit Creative Awards, sponsored by The Summit International Awards (SIA) organization, recognizes and celebrates the creative accomplishments of small and medium sized advertising agencies and other creative groups with annual billings of \$30 million or less. Over the past fifteen years, the competition has established itself as the premier arbiter of creative excellence for firms of this size.

Entries in 22 creative categories were judged against a stringent set of standards. During the blind judging events (entering company names withheld), judges searched for innovative and creative concepts, strong executions and the ability to communicate and persuade.

This year's creative competition included company entries from the following twenty-six countries: Australia, Brazil, Bulgaria, Canada, China, Croatia, Denmark, Egypt, England, Germany, Hong Kong, Ireland, India, Japan, Kuwait, Malaysia, Martinique - French West Indies, Oman, Singapore, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United States and United Kingdom.

The Telly Awards

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking web commercials, videos and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. In 2009, over 14,000 entries were received from all 50 states and 5 continents.

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.

###