



LaBov & Beyond

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News Release

FOR IMMEDIATE RELEASE

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LaBov & Beyond Wins 11 Awards at the 2010 Addy's

FORT WAYNE, Ind., March 1, 2011—The 2010 Addy® Awards, hosted by AdFed Fort Wayne, were held at the Fort Wayne Museum of Art on February 26, 2011. LaBov & Beyond Marketing Communications earned five Gold and six Silver Addy Awards.

Gold Addy Award — Volkswagen of America Inc.-Das Auto Magazine Spring/Summer Issue — Magazine Design

Gold Addy Award — Volkswagen of America Inc.-Das Auto Magazine Fall/Winter Issue — Magazine Design

Gold Addy Award — Oxford Financial Group Annual Report — Annual Report, Color

Gold Addy Award — BMW of North America, LLC-BMW Prospecting Analysis iPad App — Website, B-to-B Flash, Products

Gold Addy Award — LaBov & Beyond Promotional Ad Campaign — Self-Promotion, Campaign

Silver Addy Award — Volkswagen of America Inc.-Prime Time: Das Auto Magazine Spring/Summer Feature — Editorial Spread

Silver Addy Award — FootJoy SYN-R-G Poster — Poster

Silver Addy Award — Freightliner Custom Chassis SCR Dealer Kit — Mixed-Media, National B-to-B

Silver Addy Award — BMW of North America, LLC-BMW xDrive Comparison iPad App — Website, B-to-B Flash, Products

Silver Addy Award — LaBov & Beyond 2010 Christmas Card — Self-Promotion, Invitation

Silver Addy Award — Breezy Living Screen Solutions-Breezy Living Flip-Out Consumer Brochure — Brochure, Color

Barry LaBov, CEO of LaBov & Beyond, is pleased that his employees' talent and dedication earned recognition. "Our company is full of creative, hardworking individuals who share a passion for helping clients build better, braver businesses," says LaBov. "Ultimately, we measure success based upon our ability to meet and exceed our clients' expectations, but it's always rewarding to be recognized by colleagues and our community."

About the Addy Awards

The Addy Awards are an annual program offered by the American Advertising Federation and hosted by member clubs throughout the country. The awards acknowledge creative achievement in all advertising



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mediums and give entrants an opportunity to earn recognition at a local, regional and national level. To learn more, visit aaf.org.

About LaBov & Beyond, Inc.

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and training company that focuses on clients with dealer/distributor networks and multiple locations. These clients come from a variety of industries—automotive, recreational vehicle, trucking, motorcycles, insurance, financial services, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media including video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Oxford, Michigan. Go to labov.com to learn more.

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