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**LaBov and Beyond earns 3 top prizes at
2009 Fort Wayne advertising awards**

FORT WAYNE, Ind., March xx, 2009—LaBov & Beyond Marketing Communications, Inc. won three of the six top prizes for the 2009 Addy Awards, presented February 28 by the Advertising Federation of Fort Wayne. The marketing and communications firm picked up an additional four gold and seven silver Addy awards.

Two Judges' Choice and a Best in Show topped LaBov & Beyond's list of award winners. The Judges' Choice awards were for a mixed-media national business-to-business campaign for Volkswagen of America, and another for a brandbook kit designed for Freightliner Custom Chassis Corporation. The Best in Show award was in the Print category LaBov & Beyond's Employee Purchase Program campaign for Volkswagen of America.

In addition, LaBov & Beyond won gold Addys for the following entries:

- ***"Desert Rose" editorial spread in spring/summer 2008 issue of Das Auto magazine*** for client Volkswagen of America
- ***Das Auto magazine Web site*** for client Volkswagen of America
- ***Brochure campaign*** for client Newmar
- ***2008 Urbanscape catalog*** for client Wabash Valley Manufacturing

"Our clients challenge us to develop effective communications strategies that produce results," said Barry LaBov, president and CEO. "No matter what media we use to achieve those results, you'll always see work that reflects our deep understanding of our clients' markets—plus the creativity and passion we bring to our work."

About the Addy Awards

The Addy Awards, sponsored by the American Advertising Federation, is the largest creative competition in the United States, with approximately 60,000 entries competing in more than 200 cities coast to coast. Winning at the local level is the first step in competing for a national Addy Award. This year, a total of 352 items were submitted for judging in the Fort Wayne-area Addy Awards. Categories included brochures, posters, Web sites, packaging and newspaper, television and radio campaigns.

About LaBov & Beyond, Inc.

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and



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training company that focuses on clients with dealer/distributor networks. These clients come from a variety of industries—automotive, recreational, vehicle, trucking, consumer appliance, insurance and finance, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media that includes video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Auburn Hills, Michigan, and will soon be opening an additional full-service office in Herndon, Virginia. You can learn more about the company by visiting it online at ***labov.com***.

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