



LaBov & Beyond

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News Release

## **FOR IMMEDIATE RELEASE**

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## **LaBov & Beyond earns 2008 Torch Award from BBB of Northern Indiana**

*FORT WAYNE, Ind., May 7, 2008*—LaBov & Beyond Marketing Communications, Inc., is the **2008 recipient of the Torch Award for Marketplace Ethics** from the Better Business Bureau of Northern Indiana.

This is the third year the BBB of Northern Indiana has held its Torch Awards program, and LaBov & Beyond has been a finalist in its category (companies of less than 100 employees) all three years.

A selection committee of five leaders from northern Indiana's business and academic communities judged finalists in all categories based on their entries. The selection committee's final results were then tabulated and verified by Bair Group CPA.

"It's quite an honor to be recognized by the Better Business Bureau," said Barry LaBov, president and CEO. "We've always believed that ethics isn't something you do; being ethical is something you are. Conducting ourselves in an ethical, honorable fashion has been a core value of ours for more than 25 years, as it always will be."

For more information, visit [labov.com](http://labov.com) or [labovideafactory.com](http://labovideafactory.com).

### **About the Torch Awards**

All for-profit companies in the BBB of Northern Indiana's 23-county service area were eligible for entry in the Torch Awards for Marketplace Ethics. Other eligibility criteria included:

- Must be in business for at least three years
- Exemplify fair and ethical business practices in and compliance with voluntary BBB advertising and selling standards
- Meet financial obligations

Learn more at [neindiana.bbb.org](http://neindiana.bbb.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. 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



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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*** or ***labovideafactory.com***.

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