



FOR IMMEDIATE RELEASE

Media Contact: Anne Lardner
972-258-3041
AnneL@ppai.org

PPAI ANNOUNCES PYRAMID AWARDSM WINNERS

Irving, Texas, (November 12, 2008) Twenty-four promotional products distributor members have been named 2009 PPAI Pyramid Award winners by **Promotional Products Association International (PPAI)**. The PPAI Pyramid Awards are among the most prestigious awards in the promotional products industry.

Winners in the 2009 PPAI Pyramid Award competition are recognized for effective use of promotional products in business and institutional marketing programs. The competition features campaigns using promotional products that best relate to the advertising client, its product and the overall theme of the marketing program. These winners were selected from 92 campaigns by the PPAI Awards Committee and outside industry judges.

The level of each award winner, either gold or silver, will be announced at a special ceremony held at The PPAI Expo 2009 in Las Vegas, Nevada, on Wednesday, January 14.

This year's winners are:

BUSINESS-TO-BUSINESS PROGRAMS

\$10 Or More Per Recipient

Creative Specialties Co., Inc., UPIC: CSCI, Madison Heights, MI

Program: Automotive News

Proforma Graphic Impressions 2, UPIC: ProFo272, Hillard, OH

Program: Grange Agents

Less Than \$10 Per Recipient

Geiger, UPIC: geiger, Port Deposit, MD

Program: Greater Wilmington Convention and Visitors Bureau

Shearer & Associates, UPIC: SHEARER, Arcadia, CA

Program: Stellar Business Bank

CONSUMER PROGRAMS

\$10 Or More Per Recipient

AIA/Black Bear Promotions Inc. UPIC: blkbear, Saco, ME

Program: Autoskill International, Inc.

Geiger, UPIC: geiger, Stillwater, OK

Program: Kinnunen Sales and Rental

Geiger, UPIC: geiger, Ambler, PA
Program: Children's Hospital of Philadelphia

Less Than \$10 Per Recipient

Prism Marketing, UPIC: PRISM, Manchester, MO
Program: Lambert-St. Louis International Airport
The Promotional Specialists, UPIC: TPS, Markham, ON Canada
Program: Solutions with Impact

DISTRIBUTOR SELF-PROMOTION PROGRAMS

Axis Promotions & Events, UPIC: AXIS0001, New York, NY
HGX Creative, UPIC: Y5487Y, Framingham, MA
Robertson Marketing Group, Inc., Salem, VA

EMPLOYEE INCENTIVE PROGRAMS

\$10 Or More Per Recipient

Geiger, UPIC: geiger, Minnetonka, MN
Program: Schwegman, Lundberg and Woessner, P.A.

Less Than \$10 Per Recipient

Business Builders, UPIC: BIZBLDRS, Cupertino, CA
Program: Hoag Hospital

GOODWILL PROGRAMS

\$10 Or More Per Recipient

EPromos Promotional Products, UPIC: EPROMOS, New York, NY
Program: Norwich University

Less Than \$10 Per Recipient

Bullpen Marketing, UPIC: BULLPEN, Houston, TX
Program: Mount Carmel High School

INTERNAL PROGRAMS

\$10 Or More Per Recipient

Geiger, UPIC: geiger, Wales, ME
Program: Affiliated Health Systems

NOT-FOR-PROFIT PROGRAMS

Less Than \$10 Per Recipient

Greene & Associates UPIC: GREE0002, Phoenix, AZ
Program: PetSmart Charities, Inc.
J. R. Bustard Advertising Specialties, UPIC: JRB5000, Gilbertsville, PA
Program: Christmas Spirit Foundation

SALES INCENTIVE PROGRAMS

\$10 Or More Per Recipient

Corporate Express Promotional Marketing, UPIC: CEXPRESS, Saint Louis, MO
Program: Con-Way Freight

TUTORIAL PROGRAMS

\$10 Or More Per Recipient

Goldner Associates, Inc., UPIC: GOLDNER, Orlando, FL
Program: Red Lobster (People Development Department)

TRADESHOWS AND EXHIBITIONS

\$10 Or More Per Recipient

Adventures in Advertising Corporation, UPIC: ADVINADV, Neenah, WI
Program: Adventures in Advertising Corporation - Franchisor
Bullpen Marketing, UPIC: BULLPEN, Houston, TX
Program: Petroleum Geo-Physical Services (PGS)

Less Than \$10 Per Recipient

The Vernon Company UPIC: Vernon, Newton, IA
Program: The American Institute of Architects (AIA) San Francisco

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

###