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**BERNSTEIN-REIN NOMINATED FOR BEST INTEGRATED MEDIA PLAN
FOR MCDONALD'S HONOR ANGUS CAMPAIGN IN THE 14th ANNUAL WEBBY AWARDS**

KANSAS CITY, MO. — Independent marketing and communications firm Bernstein-Rein announced today that it has been nominated for Best Integrated Media Plan in the 14th Annual Webby Awards for its McDonald's Honor Angus campaign. Hailed as the "Internet's highest honor" by the *New York Times*, The Webby Awards is the leading international award honoring excellence on the Internet.

Bernstein-Rein launched the McDonald's Angus Third Pounder campaign by running multiple outdoor boards that featured the new burgers and punchy, two-word headlines. Then, local customers were invited to submit their own two-word, Angus-inspired headlines on honorangus.com and via text messages. On September 24, 2,000 of the nearly 5,000 submissions went live over a 24-hour period in a takeover of the city's 13 digital billboards. The crowdsourced copywriters' names were also displayed when their respective lines appeared.

"Nominees like Bernstein-Rein are setting the standard for innovation and creativity on the Internet," said David-Michel Davies, executive director of the Webby Awards. "It is an incredible achievement to be selected among the best from the nearly 10,000 entries we received this year."

"McDonald's is a true category leader, and we are honored to help it stay relevant and innovative amid today's evolving media landscape," said Steve Bernstein, president, Bernstein-Rein. "We are incredibly proud of the relationship we've developed with McDonald's over the years. It is a pleasure to work with clients who allow us to do great work."

As a nominee, Bernstein-Rein is also eligible to win a Webby People's Voice Award, which is voted online by the global Web community. From now until April 29, Bernstein-Rein fans can cast their votes in The Webby People's Voice Awards at <http://webby.aol.com>.

Winners will be announced on May 4th, 2010, and honored at a ceremony in New York City on June 14 where they will have an opportunity to deliver one of the Webby's famous five-word speeches with the world. Past Webby Award winners — and their speeches — include Al Gore ("Please don't recount this vote."), Stephen Colbert ("Me. Me. Me. Me. Me.") and Michel Gondry ("Keyboards are full of germs."). The Webby Awards is presented by the International Academy of Digital Arts and Sciences, a 650-person judging academy whose members include Internet co-inventor Vinton Cerf, R/GA's Chief Bob Greenberg, "Simpson's" creator Matt Groening, Arianna Huffington, and Harvey Weinstein.

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernsteinrein.com to see a list of clients and award-winning work.

About the Webby Awards:

Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, interactive advertising, online film and video, and mobile web sites. Established in 1996, the 13th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Microsoft Expression; AOL; YouTube; Pepsi; Aquent; Yahoo!; Tribal DDB Worldwide; East Media; IDG; PricewaterhouseCoopers; 2advanced.Net; KobeMail; Museum of the Moving Image; Behance; Business Insider and Time Out New York.

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