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June 15, 2011

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BR WINS SEVEN AWARDS AT NATIONAL ADDYs

Agency rules radio, wins Gold ADDYs

Kansas City, Mo. – Bernstein-Rein (BR), the country's premier retail agency, continues its run of excellence, awards and recognition from national peers. BR won seven awards at the American Advertising Federation's national ADDY Awards held in San Diego.

BR won two Gold ADDYs for work on behalf of Glacé, a local Kansas City artisan ice cream brand; the company also took home four Silver awards for work with McDonald's on the restaurant's 24-Hour campaign.

Brian Brooker, chief creative officer of BR said, "McDonald's is a wonderful iconic brand. We're proud to be recognized for doing national-caliber creative for the Heartland region.

BR was awarded two of only three ADDYs given for excellence in radio for its McDonald's work: "Hello Craving" and "Night Caller" were the two spots that were recognized.

Brooker said "There were only three national ADDYs given for radio this year, and we won two of them. Clearly, we love that medium."

BR was awarded a Silver ADDY for excellence in Agency Self-Promotion for the company's "Real Talk" campaign.

Steve Bernstein, president of Bernstein-Rein, said, "It's a great honor to receive these awards. We bring this type of talent and vision to every one of our clients, every day, but to have some of our most creative and imaginative work singled out by our peers in the advertising industry is a delight."

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 ADDYs:

With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants from all levels from anywhere in the world.

About the American Advertising Federation:

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the "Unifying Voice for Advertising." The AAF is the oldest national advertising trade association, representing 40,000

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professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 214 college chapters, the AAF provides 7,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has nearly 100 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations. For more information, visit the AAF's Web site at www.aaf.org.

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