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THE LAVIDGE COMPANY WINS FOUR COPPER QUILL AWARDS

Public Relations Division Receives Award of Excellence for Nature's Own Southwest Launch

PHOENIX, Ariz. - (May 21, 2009) - The Lavidge Company (TLC), a full-service advertising, public relations, interactive, consulting and marketing communications agency, is proud to walk home with four Copper Quill Awards. The Phoenix chapter of the International Association of Business communicators (IABC) held their annual Copper Quill Awards ceremony on Wednesday May 20th at the Arizona Grand Resort to honor the Valley's premier business communicators.

"Our public relations division has grown and strengthened over the past few years largely due to our very talented individuals," said Alicia Wadas, COO and Public Relations Director of TLC. "We are so proud of the team's accomplishments and are honored to accept these awards on behalf of TLC and our clients."

TLC won one Award of Excellence in Marketing Communications for the Nature's Own - Southwest Launch campaign and three Awards of Merit in Media Relations for TPI Composites - Project

Blowout, Arizona Grand Resort - Staycation and Discount Tire - Winter Tire campaigns.

About The Lavidge Company

The Lavidge Company is a locally owned and operated full-service advertising, public relations, interactive, consulting and marketing communications agency. Since 1982, The Lavidge Company has specialized in developing brand positioning for products and services. Highlights of the agency's client base includes Discount Tire, Arizona Grand Resort, Massage Envy, Phoenix Suns, i/o Data Centers, Arizona Diamondbacks, Phoenix International Raceway, Banner Health, McDonald's and many more. Named as one of the 15 fastest growing companies in Arizona by *Arizona Business Magazine*, The Lavidge Company was also recently voted as one of the "Best Places to Work" in Phoenix by *Phoenix Business Journal*, selected as one of *Arizona Woman's* "2008 Best Workplaces for Women," and was recognized by Comerica Bank as a 2008 "Arizona Company to Watch." The Lavidge Company offices are located at 2777 E. Camelback Road, #300, Phoenix, Ariz. 85016. More information on the agency may be found at www.lavidge.com.

About IABC Phoenix

The Phoenix chapter of the International Association of Business Communicators is the Valley of the Sun's most comprehensive resource for communications professionals. Named the world's best chapter for the fifth time in 2004, IABC Phoenix is part of a global not-for-profit network designed to provide industry practitioners with a full menu of resources - from networking and professional development to sharing best practices and recognizing award-winning work. For more information about the chapter, please visit their web site at: www.iabcphoenix.com.

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