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THE LAVIDGE COMPANY SCOOPS UP 8 EMMY® AWARD NOMINATIONS

PHOENIX, Ariz. (September 17, 2008) – The Lavidge Company (TLC), an award-winning full-service advertising, public relations, interactive, consulting and marketing communications agency based in Phoenix, received eight nominations for the 2009 Rocky Mountain Emmy® Awards.

The 2009 award nominations were in the following categories: *Commercial, Single spot or Campaign; Editor – Short Form (Promos, PSA's, Commercials, Opens, etc.); Graphic Arts – Animation; New Media – Commercial; New Media – Animator/Motion Graphic Designer; and New Media – Producer.*

The annual awards are run by the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences. The 32nd annual ceremony will be held on October 24th, 2009 at the Downtown Sheraton in Phoenix, Arizona.

“Every year I am more impressed than the last with the creativity and hard work of our talented team,” said Bob Case, Chief Creative Officer of TLC. “We are very proud to be a part of this prestigious program and congratulate our team on their fantastic work. Now if we could just apply that to our foosball skills.”

The Lavidge Company is nominated for the following:

Commercial - Single Spot or Campaign

Phoenix Suns-Unity
Colin Pearce Dennis Lewis

Editor - Short Form

Phoenix Suns-Suns Open
Kip Helt Dan Davis

Graphic Arts – Animation

Phoenix Suns Open
Bob Case

Boiler Room-Compilation Reel

Bob Case

Advanced Media – Commercial

McDonald's-Big Mac/Suns
Dennis Lewis Colin Pearce

Phoenix Zoo-Otterman
Melissa Brenneman

Advanced Media – Video Editor

The Lavidge Company-They Came From
Scottsdale
Dan Davis

Advanced Media – Writer / Producer

Phoenix Sun-Sun Arena Open
Ronda Farthing Dennis Lewis

In 2008, TLC won six awards, the highest number the company has received in its 25 years of business and more than any other agency that year.

About The National Academy of Television Arts and Sciences:

The National Academy of Television Arts and Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy Award for News & Documentary, Sports, Daytime, Creative Craft, Public & Community Service, Technology & Engineering/Advanced Media and Business & Financial Reporting. Excellence in Prime Time programming and international programming is recognized by its affiliate, the Academy of Television Arts and Sciences. Local Emmys are given in 19 regions across the United States. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award of Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.org.

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, 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 voted 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.