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FOR IMMEDIATE RELEASE



Brand B Marketing Earns Silver Davey Award for Excellence in Advertising - Second Year in a Row

Irvine, CA – December 3, 2008 -- **Brand B**, the marketing and events division of DisplayWorks LLC, has been awarded a 2008 Silver Davey Award by the International Academy of the Visual Arts. The Davey Awards are focused exclusively on honoring outstanding creative work from the best small firms worldwide. Brand B was chosen from among 4,000 entries from advertising agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms, and public relations firms.

The award winning B2B print ad was developed on behalf of client Mav TV, a digital cable channel focused on men in the 18-54 age group. By grabbing the viewers' attention quickly and bluntly with engaging visuals and compelling headlines, Mav TV has been able to gain the attention of cable networks to further expand their reach. The successful print campaign has since been extended into additional promotional vehicles.

The award represents Brand B's third Davey Award win in two years.

About the Davey Awards

The Davey Awards may be for smaller organizations (less than \$25m annual billing), but the judges have big reputations. The Davey is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. IAVA members include executives from organizations such as Alloy, Coach, The Ellen Degeneres Show, Estée Lauder, Fry Hammond Barr, HBO, iNDELIBLE, Wunderman, MTV, Polo Ralph Lauren, Refinery, Sotheby's Institute of Art, Victoria's Secret, Wired, Yahoo! and many more.

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About Brand B Marketing

Brand B is an integrated B2B marketing agency working with clients to build brand presence in diverse markets through unique and strategic creative execution. Brand B is uniquely poised to service the market, pairing creative directors with long histories in traditional advertising with the backing of 28 years of high-profile exhibit and show experience provided by its parent company DisplayWorks, LLC. Brand B represents seamless brand continuity across all channels of client outreach — and the process and cost efficiencies that come along with engaging a single source to drive an array of marketing executions. For additional information visit www.brandbmarketing.com

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