

## Top Digital Marketing Agency LBi Atlanta Wins Four ADDY Awards from Atlanta Ad Club

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Top Digital Marketing Agency LBi Atlanta Wins Four ADDY Awards from Atlanta Ad Club

ATLANTA, March 8, 2010 -- LBi Atlanta, one of the nation's leading digital marketing and technology agencies, has been recognized for its work by the Atlanta Ad Club, receiving four ADDYs for work for three clients, Spectracide, The Home Depot and Calphalon, and one for the agency's own web site ([www.LBiAtlanta.com](http://www.LBiAtlanta.com)).

"We are privileged to have the opportunity to work with world-class brands like Calphalon, The Home Depot and Spectracide, clients that allow us to create creative, innovative digital campaigns that impact their brands and their customers," said Joe Schab, CEO and Managing Director of LBi Atlanta. "We are also very excited that our own LBi Atlanta site was recognized with the Gold ADDY, a credit to the talented staff in Atlanta who create these top-level sites for our clients."

LBi Atlanta's 2010 ADDY Awards:

- Gold – LBi Atlanta Web Site, Advertising Industry Self-Promotion ([www.LBiAtlanta.com](http://www.LBiAtlanta.com)).
- Bronze – Calphalon Web Site, Interactive Media. "The new site we built with LBi Atlanta makes a personal connection with our customers, building on the Calphalon brand cache to inspire new culinary aspirations," said Kamie McHenry-Eckert, Senior Manager, eBusiness, Calphalon (<http://calphalon.com/pages/home.aspx>)
- Bronze – The Home Depot Racing Web Site, Interactive Media. "The Home Depot racing site gives fans of driver Joey Logano a way to follow the team throughout the season, with bold video, links to Facebook and Twitter, and connections back to The Home Depot branded merchandise," said Brooke Buerkle, Account Manager, LBi Atlanta (<http://www.homedepotracing.com/>).
- Bronze – Spectracide Solutions Web Site, Interactive Media. "LBi Atlanta did an excellent job understanding the objective of the Spectracide Solutions project, by developing a website that allows the Spectracide consumer to better understand which of our products are needed to solve their Lawn & Garden problems," Ryan Andersen, Associate Brand Manager, Spectracide (<http://www.spectracide.com/solutions>).

LBi Atlanta experienced strong growth in 2009, adding a number of new staffers and accounts, including The Association of Boarding Schools, TheLadders and Roche Diagnostics.

LBi Atlanta Innovating with Microsoft Sharepoint

The ADDY-award-winning LBi Atlanta team has been producing this innovative work with Microsoft Sharepoint, using the workflow and content tool as the backbone for rich, immersive consumer-facing web sites. The new uses for SharePoint – including fully functional content management systems -- are allowing LBi Atlanta clients to run their web and e-commerce operations much more efficiently and

profitably.

The agency has been using SharePoint to create sites for clients, beginning with an integrated platform for client Newell Rubbermaid's more than 30 brand web sites.

#### About the ADDY Awards

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 of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry.

#### About LBi Atlanta

LBi Atlanta is a full service global digital marketing and technology agency and a member of LBi International AB's worldwide portfolio of interactive agencies, providing award-winning strategy, creative, and technology solutions for leading brands around the world. LBi's clients include Bayer CropScience, Roche Diagnostics, TheLadders, Newell Rubbermaid, Calphalon, Graco, and Rubbermaid brands, among many others. Learn more at <http://www.lbiatlanta.com>.

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