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FOR IMMEDIATE RELEASE

Forty Awards Distributed to Honor Top Marketing Tactics
Association for Accounting Marketing Announces Marketing Achievement Award Winners

Austin, Texas. – The Association for Accounting Marketing distributed 40 Marketing Achievement Awards (AAM-MAAs) to 25 different firms to recognize their outstanding achievements in the areas of accounting marketing and communications.

A panel of judges, including professionals in advertising, consulting, professional services and marketing, judged 228 entries in 20 different categories. Accounting firms from all over the United States and Canada competed in two divisions — under \$15 million in revenues and over \$15 million in revenues. Categories included Web site design, collateral/identity materials, niche business development and print advertising for CPA firms.

This was the 15th year the annual awards were presented. Recipients were announced at the organization's 20th Annual Conference, *AAM Summit 2009, Marketingpalooza* in Austin, Texas on June 4, 2009.

A complete list of the winners, by category, is below.

1A: Logo Design

Under 15M Revenue – Delap LLP

Over 15M Revenue – Rea & Associates, Inc.

1B: Corporate Identity

Under 15M Revenue – Hansen, Jergenson, Nergaard & Co., LLP

Over 15M Revenue – Dixon Hughes PLLC

1C: Brochure/Printed Collateral

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Ireland San Filippo

2A: Print Newsletters

Under 15M Revenue – Cerini and Associates, LLP

Over 15M Revenue – Sax Macy Fromm and Co., PC

2B: Electronic Newsletters

Under 15M Revenue – MPP&W, P.C.

2C: Public Relations

Under 15M Revenue – Peterson Sullivan LLP

Over 15M Revenue – Frazier and Deeter

2D: Survey/Research

Under 15M Revenue – Cerini and Associates, LLP

Over 15M Revenue – Ireland San Filippo



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2E: Internal Firm Programs

Under 15M Revenue – Barnes Dennig

Over 15M Revenue – Rea and Associates, Inc. & Frazier and Deeter (TIE)

2F: Website Design

Under 15M Revenue – Maloney + Novotny LLC

Over 15M Revenue – Dixon Hughes PLLC

2G: Multi-Media

Under 15M Revenue – MFA - Moody, Famiglietti and Andronico

Over 15M Revenue – WithumSmith+Brown, PC & Rea and Associates, Inc. (TIE)

2H: Celebratory Greeting Card

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Welch LLP

2I: Recruiting Campaign

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Perkins and Co.

3A: Sales Presentations/Proposals

Over 15M Revenue – UHY LLP

3B: Niche-Building Campaign

Under 15M Revenue – Goldstein Lewin & Co.

Over 15M Revenue – Brown Smith Wallace LLC

3C: Event Marketing, Trade Shows and Seminars

Under 15M Revenue – Peterson Sullivan LLP

Over 15M Revenue – Gainer, Donnelly and Desroches, LLP

3D: Single Mailing

Over 15M Revenue – SS&G Financial Services, Inc. & Grant Thornton (TIE)

3E: Campaign Mailing

Under 15M Revenue – Froehling Anderson

Over 15M Revenue – Rehmann

4A: Single Print

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Perkins and Co.

4B: Series Print

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Dixon Hughes PLLC

4C: Non-Print

Over 15M Revenue – GBQ Partners LLC



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Best of Show

Over 15M Revenue – MPP&W, P.C. – Recruiting Campaign

Over 15M Revenue – Ireland San Filippo – Brochure/Printed Collateral

Special Recognition

Dixon Hughes PLLC – Campaign Excellence

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The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The members are comprised of marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers.