



Press Release

George P. Johnson Clients Lead Ex Awards for Second Straight Year

Five awards and three category winners exemplify the ROI and impact of the world's best experience marketing strategy and execution

Auburn Hills, MI (May 4, 2009) – In a groundbreaking first for the event and experience marketing industry, one of the world's premier strategic experience marketing agencies, George P. Johnson, announced today that client programs took home more honors than from any other agency in the prestigious Ex Awards competition - for the second year in a row.

With five awards and three category winners, an unprecedented accomplishment, GPJ clients have again outpaced their Ex Awards competition to cut through marketplace clutter, engage customers and drive superior business performance.

Announced at the annual Event Marketing Summit Ex Award Gala on April 27th, the five winning programs were among more than 600 entries representing 15 countries on five continents:

- Ex Award Winner: Toyota's 2008 National Dealer Meeting for Best Single-Venue/Single-Market Event (B-to-B)
- Ex Award Winner: Toyota at the 2008 North American International Auto Show for Best Green Event/Trade Show Campaign
- Ex Award Winner: Toyota's Trail Teams program for Best Use of Technology
- Ex Award Gold Winner: Adobe Systems' 2008 onAIR Tour for Best Multi-Venue Event (B-to-B)
- Ex Award Silver Winner: Cisco Systems' HIMSS 2008 program for Best Integrated Trade Show Campaign

This year's Ex Award program highlighted fundamental changes taking place throughout the marketing and advertising industry. Integrated experience marketing campaigns that use multiple channels, such as digital, are playing a crucial role in helping brand marketers directly engage with prospects and customers to drive sales and motivate other key audiences to action.

"GPJ is thrilled to be working with great brands that believe in the power of strategic experience marketing and partner with us to create innovative solutions which are truly driving results," said Robert G. Vallee, Jr., CEO of GPJ. "We are honored by this recognition; it's an affirmation of the value of long-term relationships and a mutual commitment to excellence at every level."

A list of all winners and program details is available at <http://bit.ly/NZPx5>.

About George P. Johnson (gpj.com)

GPJ is the premier worldwide experience marketing agency specializing in using branded live experiences and environments to help clients cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line.

Through an integrated service offering that combines Program Strategy, Creative, Technology and Delivery capabilities, GPJ provides a full suite of relationship-building event, exhibit live and digital experience solutions that organizations use to drive deep brand engagement, preference and loyalty through customer-centric experience marketing campaigns. GPJ clients won 37 awards in 2008 alone, including five Ex Awards, an unprecedented achievement in the marketing industry.

Frequently cited for its thought leadership, GPJ is known for its annual *EventView* report, frequent white papers and standards-setting collaborations with leading event and marketing trade associations. Consistently ranked one of Advertising Age's "Top 25 Marketing Agencies", GPJ provides its services through 26 offices around the world.



GEORGE P JOHNSON
experience marketing

gpj.com

Media Contacts:

Tom Maher
Director, Marketing Programs
PR and Corporate Communications
George P. Johnson
617-535-9820
tom.maher@gpj.com