

## Press Release

### **George P. Johnson Named 2009 GM Supplier of the Year**

*Experience marketing agency honored for helping one of the world's premier automotive manufacturers retain customers and grow business during tough economic times*

**Auburn Hills, MI (April 5, 2010)** – General Motors has awarded global experience marketing agency George P. Johnson (GPJ) its coveted “Supplier of the Year” recognition for rising above and beyond the call during one of the most challenging years in GM history.

The award recognizes GPJ's role in helping GM create great ideas and bring them to life through innovative experiential programs that reach and engage customers in worldwide markets.

“At a time when keeping customers and opening new markets are the key to success, this award reinforces the importance of great ideas and the deepest levels of client-agency collaboration,” said David Drews, Executive Vice President and Chief Financial Officer of George P. Johnson.

“We are deeply honored to accept the Supplier of the Year designation from GM, which is another milestone in a relationship that goes back more than 20 years.” said Larry Vallee, President of George P. Johnson. “This acknowledgement means a great deal to the global team at GPJ and their counterparts at GM, who took a proactive approach during challenging times and focused on delivering results.”

GPJ and GM collaborate on a number of experiential programs across the globe, including branding, messaging, experience design, fabrication and production of major auto shows. As a means to engage a wide audience of qualified buyers and promote new product lines for the media, analysts and other influencer groups, the auto shows are a key marketing platform for GM.

The Supplier of the Year program was created by GM in 1992 to honor supplier performance in the areas of quality, service, technology and price. This year's field of winners, drawn from a roster of nearly 20,000 suppliers, is comprised of 76 companies from 16 countries.

#### **About George P. Johnson Experience Marketing ([gpj.com](http://gpj.com))**

GPJ is a worldwide experience marketing agency that enables brand marketers to create great ideas and bring them to life through integrated live and online experiences and environments, helping them cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Consistently ranked one of Advertising Age's “Top 25 Marketing Agencies,” GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008 and five Ex Awards in 2009 alone, an unprecedented achievement in the event and experience marketing industry.

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