



est. 1964

FOR IMMEDIATE RELEASE

For more information,
contact (816) 960-5658 or
email mediarelations@bradv.com

**BERNSTEIN-REIN HAS WINNING YEAR, BRINGS HOME
ADDY BEST OF SHOW**

KANSAS CITY, MO. – Independent marketing and communications firm Bernstein-Rein dominated the local ADDY award show by garnering a grand total of 19 Gold ADDYs, the most of any agency. The Kansas City ADDY Awards constitute the single largest local advertising awards competition in the United States.

BR was also honored with Best of Student ADDY for a project in partnership with The University of Kansas, Best of Public Service for work completed for The Salvation Army and top honor of Best of Show for an ad celebrating the 90th anniversary of Hostess Cupcakes for client Hostess Brands.

BR Executive Creative Director Arlo Oviatt said, "This recognition, which we celebrate with our clients, proves that smart ideas executed with simplicity and clarity make a real impact that leave a memorable impression. We're proud that multiple BR projects stood out amongst hundreds of other entries."

In addition, the agency received 29 Silver ADDYs and 18 Bronze ADDYs recognizing work for clients including Bayer Animal Health, Commerce Bank, Farmland, McDonald's, PetSmart, Time-Warner Cable and others.

About Hostess Brands:

Hostess Brands, Inc., is one of the nation's top providers of fresh-baked bread and sweet goods, sold under various brand names including Wonder®, Merita®, Home Pride®, Nature's Pride®, Hostess®, Drake's® and Dolly Madison®. The Company is headquartered in Irving, Texas.

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real creative solutions that inspire consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by Advertising Age. Go to bernsteinrein.com to see a list of clients and award-winning work.

■ bernstein-rein • 4600 madison avenue
kansas city, missouri 64112

816

phone
960 5000

fax
399 6000

bernsteinrein.com