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BERNSTEIN-REIN WINS WEBBY PEOPLE'S VOICE AWARD

KANSAS CITY, MO –Bernstein-Rein, an independent marketing and communications firm, is proud to announce that it is the winner of the Webby People's Voice Award for Best Integrated Media Plan for its McDonald's Honor Angus campaign.

Bernstein-Rein prevailed against strong competition in the Best Integrated Media Plan category from international contenders such as Leo Burnett, Wieden+Kennedy and Akestam.Holst.

"This award is a testament to the innovative work that we've done over the years with our McDonald's partner," said Steve Bernstein, president of Bernstein-Rein. "In a changing and cluttered media environment, I'm proud that work like Honor Angus has struck such a chord with people."

A Webby Award is the Internet's most respected symbol of success. More than 700,000 votes were cast for more than 10,000 entries in this year's People's Voice Awards. "A win in this competition is a true testament to both the extremely high quality of the work and the level of loyalty and commitment from the Honor Angus community. Bernstein-Rein's work truly represents the best of the Web," said David-Michael Davies, executive director of the Webby Awards.

Bernstein-Rein launched the McDonald's Honor Angus campaign by running multiple billboards that featured the new Angus Third Pounder burgers and punchy two-word headlines. Local customers were then invited to submit their own two-word, Angus-inspired headlines via text message and on www.honorangus.com. Two thousand of the nearly 5,000 submissions went live on September 24 over a 24-hour period on 13 digital billboards. The billboards also credited the writer of each submission as it was displayed.

Bernstein-Rein will be honored at the Webby Awards Gala, hosted by B. J. Novak of NBC's *The Office* on June 14 at Cipriani Wall Street in New York, where it will have the opportunity to deliver one of the Webby's signature five-word speeches.

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 brand differentiation that inspires 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.

About the Webby Awards:

Hailed as the "Internet's highest honor" by *The New York Times*, the Webby Awards is the leading international award honoring excellence on the Internet, including websites, interactive advertising, online film and video, and mobile web sites. Established in 1996, the 13th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of the Webby Awards include Microsoft Expression; AOL; YouTube; Pepsi; Aquent; Yahoo!; Tribal DDB Worldwide; Eastmedia; IDG; PricewaterhouseCoopers; 2Advanced.Net; KobeMail; Museum of the Moving Image; Behance; Business Insider and Time Out New York.

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