



August 24, 2007

Congratulations! Graf&Marc, Marketing and Design has won a Summit Marketing Effectiveness Award. Your submission scored among the very best out of 490 entries.

Recognition by the Summit International Awards organization is a great honor. It provides validation of your work and functions as a respected industry-wide critique. This honor can also aid in your efforts to attract new accounts; reinforce relationships with clients; reward employees, partners and subcontractors; and motivate team members.

The Summit MEA competition is based on the premise that the goal of marketing communications is to change, influence, or reinforce a target audience's knowledge, attitudes or beliefs. Using this premise as a basis for its judging criteria, the competition is becoming a true arbiter of marketing communication effectiveness.

When a submission achieved the goal of marketing communication effectiveness, judges recognized it as a finalist, winner or best of category. They granted this status to only 15.5% of the submissions in this year's competition.

Congratulations again on your achievement!

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A handwritten signature in blue ink that reads "Jocelyn Luciano".

Jocelyn Luciano  
Executive Director  
Summit International Awards  
[www.summitawards.com](http://www.summitawards.com)



**Summit Marketing Effectiveness Award  
Awards Notification - 2007  
Graf&Marc, Marketing and Design**

Based on the scoring of the Summit MEA judges, your entry(ies) earned the following:

Entry #: 346 Finalist  
Entry: "Words of Wisdom"  
Category: Public Service Campaign Entry  
Client: Florida Department of Health