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AVALA HONORED FOR EXCELLENCE IN MICROSITE DESIGN

St. Louis, MO. – June 1, 2010 – For the third year in a row, The AVALA Marketing Group has won a prestigious Mercury Award for excellence on behalf of its client Sea Ray Boats.

AVALA is proud to have captured the Bronze win in the category of microsite design. This was the first year AVALA entered the microsite category and the submission was for <http://www.aquapalooza.com/>. The international forum included over 690 entries from 21 countries.

“The competition was especially intense this year, requiring higher than ever scores to place as a winner” said Reni L. Witt, Mercury Awards president and founder. “The AquaPalooza microsite scored particularly high in the areas of visual appeal and aesthetics, as well as the quality of writing and the power of its message.”

The Mercury Awards, now celebrating their 23rd year, were established with the principal purpose of advancing the arts and sciences of communications in an international arena. The Mercury Awards are administered by MerComm Inc., the world’s only independent awards organization.

Judging for the International MERCURY 2009/10 Awards represented the most illustrious, creative professionals in the public relations industry. Over 100 distinguished public relations, marketing, and advertising agencies, as well as corporate communications departments and public affairs offices participated in the judging from Australia, Canada, Europe, Hong Kong, Korea, Mexico, and the United States. Some of the elements considered in the judging process were: how effectively the material met the stated objectives; how well the material was communicated to the designated audience; use of imaginative and original solutions; and the overall expression of the message. Only one Gold, Silver, Bronze and Honors are given in each classification.

About AVALA: *Established in 1997, The AVALA Marketing Group is a full service marketing agency that specializes in research and analysis, creative services, interactive strategies, database marketing, channel enrichment and customer satisfaction measurement. For more information, visit: www.avalamarketing.com.*

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