NEWS RELEASE

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GRAHAM & ASSOCIATES, INC., RECEIVES ITS 60TH COMMUNICATIONS AND PR AWARD, CAPPING 10 YEARS OF CONSECUTIVE RECOGNITION

Agency Garners MarCom Gold Award for Strategic Thinking and Exceptional Online PR Results

SAN FRANCISCO, Feb. 12, 2013 – Graham & Associates, Inc., a California-based national PR agency, announces it has received its 60th award for excellence in public relations and communications. The award rounds out the agency's 10th consecutive year of attaining industry recognition. To achieve these awards, the agency has demonstrated best practices in research, creativity, and execution to accomplish measurable results, as judged by communications experts. The agency's latest achievement is the MarCom 2012 Gold Award for Online Placement, received for the Maritz Research Holiday Tablet Poll media campaign. The MarCom Awards received more than 6,000 national and international entries in 2012.

"We are honored to be consistently judged by our peers in the industry as generating effective, results-oriented public relations and communications programs," said Lydia Graham, president of Graham & Associates. "This milestone is a testament to our clients' innovative products and services and our team's focus on putting best practices to work in researching the industry environment, developing creative messages and campaign strategies, and executing plans for maximum results."

Graham garnered its 60th award, the MarCom Gold Award, for securing three feature articles on Forbes.com that went viral, resulting in an additional 104 online articles within just two weeks. The coverage highlighted the results of Maritz Research's Holiday Tablet Poll, designed and analyzed using the DecisionVue360 research methodology.

Maritz Research is one of the world's largest marketing research firms and a unit of Maritz. Through the Holiday Tablet Poll media campaign and resulting coverage, Graham & Associates successfully established Maritz Research's Tech/Telco sector as a leading industry source, initiated interest in the DecisionVue 360 product and highlighted Maritz Research's spokesperson as an industry expert. The campaign secured interest from two major consumer electronics companies for Maritz Research's services.

Other highlights of Graham's 60 awards include the PRSA 2012 Bronze Anvil Award for Media Relations, the Hermes 2012 Platinum Award for Online Placement, the International Business (Stevie) Award 2009 for Communications Campaign of the Year in North America, the Magellan

2007 Platinum and Best Agency Awards for a Communications Campaign, the PRWeek Awards 2005 Public Sector of the Year Campaign finalist, the International Public Relations Association's sole 2004 Worldwide Creativity Award, the Communicator Awards 2006 Award of Distinction for Program-to-Market Products/Services, the Bulldog Awards 2010 Silver for Best Travel/Hospitality & Destinations Campaign, a Sabre Awards 2003 Bronze for Bylined Article and a 100 Best PR Programs award and recognition as one of The World's Leading Public Relations Firms by The Holmes Report. The agency has achieved recognition for both for-profit and nonprofit campaigns spanning its three practice areas: consumer lifestyle/travel, technology, and health/wellness.

About Graham & Associates, Inc.
A full-service PR and communications agency serving clients internationally and throughout North America, Graham offers strategic public relations and social media for companies and nonprofits across three practice areas: high-tech, consumer lifestyle/travel, and health/wellness. The firm has built its solid reputation on highly creative and results-driven work as well as notable launches and relaunches embedded with Original Thinking® – its trademarked approach.

Graham's successful track record working with both established and emerging organizations provides results and excellence in the following core competencies: national and international media relations, comprehensive company and product launch programs, online PR, strategic communications, branding/positioning, social media and content creation.

In the last 10 years, the agency has received 60 national and international communications awards. Based in San Francisco, Calif., since 1996, Graham operates in 11 countries through Plexus, its exclusive organization of international PR agencies. For more information, visit www.graham-associates.com or call (415) 986-7212.

About MarCom Awards
MarCom Awards is an international awards competition that recognizes outstanding creative achievement by marketing and communication professionals. MarCom entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. Winners are selected from more than 200 categories in seven forms of media and communication efforts: marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive. About 18 percent of the entries in 2012 won the Platinum Award, the organization's top honor.

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

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