



Press Release

OVO CREATIVE GROUP STRIKES GOLD AT ADDY® AWARDS GALA

*American Advertising Federation Recognizes OVO for Trademark Design;
Wins Two ADDY® Awards*

PHOENIX, AZ – (March 16, 2007) – OVO Creative Group (www.brandsbyovo.com), a boutique creative consultancy specializing in naming, branding and strategic design, was chosen as a winner of two ADDY® Awards in the “Elements of Advertising: Trademark Design” category. Chosen from this year’s total of 706 entries from 46 Arizona companies, OVO walked away with a Gold ADDY® Award for the trademark designed for Sticks, Stones & Dirt, a Phoenix-based land development company specializing in exclusive custom properties. OVO also won a Bronze ADDY® Award for the trademark designed for SIREN, an alarm and security company.

Winners were announced at the 2007 ADDY® Awards gala presented by the Phoenix Ad Club, an affiliate of the American Advertising Federation (AAF) on Saturday, March 10 in Phoenix, Ariz.

The American Advertising Federation’s ADDY® Awards is the world’s largest advertising competition with over 60,000 entries annually. Each year, AAF recognizes various forms of advertising from media of all types who exemplify creative excellence.

“We’re proud to be named among such talented companies for our work in graphic design and branding,” said Ryan Durant, Co-founder and Principal Partner for OVO. “We’re especially pleased to work with clients like SIREN and Sticks, Stones and Dirt. It is their trust and foresight that has allowed us to create trademarks that are memorable, timeless and distinct.”

The mission of the ADDY® competition is to recognize and reward creative excellence in the art of advertising. Serving as a non-profit industry association, AAF conducts the ADDY® Awards through its 200-member advertising clubs and 15 districts. OVO Creative Group is a member of Phoenix Ad Club, a local affiliate of AAF, dedicated to recognizing the best in advertising and informing and educating advertising professionals.



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About OVO

OVO is a creative consultancy that specializes in naming, brand identity and strategic design for emerging growth to mid-size businesses seeking to launch, grow or reinvent themselves. Recognized for their deep knowledge of brand positioning and a true advisory approach to client service, OVO provides brand identities from concept to execution for clients in a broad range of industries. The company's strategic branding expertise spans all design disciplines from brand identity, to print, packaging, new media and environmental design. OVO's founding philosophy is centered on design as a functional, relevant, compelling and clear cornerstone of serious brands—and ultimately “where brands are born”. For more information, visit www.brandsbyovo.com.

About American Advertising Federation (AAF)

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the “Unifying Voice for Advertising.” The AAF is the oldest national advertising trade association, representing 50,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 215 college chapters, the AAF provides 6,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations. For more information, visit the AAF's Web site at www.aaf.org.

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