

# NEWS RELEASE

## FOSTER MARKETING WINS EIGHT BUSINESS MARKETING AWARDS

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HOUSTON (11/3/04) – Foster Marketing Communications won a total of eight awards from the Houston Chapter of the Business Marketing Association (BMA) during the annual Lantern Awards gala at the Omni Hotel last week.

Foster Marketing, a business-to-business marketing, advertising and public relations firm approaching its 25<sup>th</sup> anniversary, earned five Award of Excellence medals and three Lantern Awards—the highest awards bestowed in the “Best of Texas” marketing communications award competition.

Work earning Lantern awards were the Knight corporate brochure, BJ Services “Arsenal” advertising campaign, and a Foster Marketing self-promotional direct mail piece. A print advertising campaign, annual report, corporate news magazine and technical product line brochure series for Grant Prideco and a print advertising campaign for BJ Services each collected an Award of Excellence Medallion.

Entries are judged on creativity and effectiveness in generating awareness, interest, desire and action for the client.

Founded in 1980, Foster Marketing is an international leader in oil and gas marketing communications. Foster Marketing is a member of BMA and the American Marketing Association (AMA).

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