

NEWS RELEASE

FOSTER MARKETING COMMUNICATIONS WINS SEVEN BUSINESS MARKETING AWARDS

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HOUSTON (Nov. 8) – Foster Marketing Communications won seven awards from the Houston Chapter of the Business Marketing Association (BMA) at the 2007 BMA Lantern Awards of Texas.

Foster Marketing, a 27-year-old business-to-business marketing communications firm with offices in Houston, Dallas/Fort Worth and Lafayette, La., won two Lantern Awards and five Awards of Excellence.

The Lantern Awards went to the promotional packaging designed for VAM Drilling's iPod giveaway in the Corporate or Product Identity-Packaging Design category; and the "Feather light, Strong bite" ad designed for Ellis Williams Engineering Company Inc.'s (EWECO) 2,200-horsepower mud pump, in the Space Advertising/Single Ads–Fractional Page category.

Foster Marketing also won five Awards of Excellence, which were awarded for a product catalog for Applied Electronic Systems (AES); an open house invitation for Aker Kvaerner; a high-level space ad campaign for BJ Services Company; a capabilities folder for Superior Energy Services; and a full-page, four-color ad for VAM USA.

AFFILIATE OFFICES:

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San Francisco ■ Washington, D.C. ■

The competition is open to all marketers and producers of business-to-business communications for industry or professional audiences, and entries are judged based on creativity and effectiveness in generating awareness, interest, desire and action.

Foster Marketing Communications specializes in advertising, marketing and public relations for the oil and gas industry. It is a member of BMA-Houston, the American Marketing Association (AMA) and the Public Relation Society of America (PRSA).

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