

NEWS RELEASE

FOSTER MARKETING COMMUNICATIONS WINS SEVEN BUSINESS MARKETING AWARDS

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HOUSTON (Nov. 25) – Foster Marketing Communications won seven awards from the Houston Chapter of the Business Marketing Association at the 2008 BMA Lantern Awards of Texas, including top honors in three categories and five Awards of Excellence.

The agency's Lantern Awards, presented to the top entry in each category, went to VAM Drilling's Product Catalog in the Sales Literature-Product Catalog category; the Fractional Page, Four Color Single Ad designed for Ellis Williams Engineering Company's Quintuplex Mud Pump; and Foster Marketing's collaboration on BJ Services' bus advertisements in the Transit Campaign category.

Foster Marketing's five Awards of Excellence were awarded to three Space Advertising Campaigns, including a Fractional Page campaign for InterMoor; and Full-Page, Four-Color campaigns for both At Balance and GE Energy Oilfield Technology. Also receiving Awards of Excellence were a Full-Page Single Ad for Fugro Gravity and Magnetic Services and a Printed Direct Mail Piece designed for Foster Marketing's LAGCOE Party Invitation.

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.

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Foster Marketing Communications is a 28-year-old business-to-business marketing, advertising and public relations firm. The firm serves clients internationally in the oil and gas industry from offices in Lafayette, La., and Houston.

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