

NEWS RELEASE

FOSTER WINS BUSINESS MARKETING LIFETIME ACHIEVEMENT HONOR

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HOUSTON (Dec. 1, 2009) – George Foster, founder and President of Foster Marketing Communications, was presented with the Business Marketing Association (BMA) Lifetime Achievement Award at the recent Lantern Awards of Texas.

Foster received the award from the Houston Chapter of the BMA for his 30 years of contributions to the marketing industry and his active involvement with the BMA.

After graduating with a degree in journalism from the University of North Texas in 1972 and serving as a Sports Information Director at three universities, Foster started the agency in 1980. He has served on the boards of the Houston Chapter of the BMA and the Acadiana Advertising Federation (AAF) and was awarded the AAF's prestigious Silver Medal Award for excellence in the field of advertising in 2004. He is a Certified Business Communicator (CBC) and a member of the National Ocean Industries Association (NOIA), International Association of Drilling Contractors (IADC) and American Association of Drilling Engineers (AADE).

"I am truly thankful and humbled by this honor," said Foster. "It is a testament to the outstanding clients, staff, vendor partners and family who have supported me for more than 30 years."

Foster is the second member of the Foster Marketing team to receive the prestigious award. Bob Wallace, Executive Vice President, has also received the honor.

Atlanta ■ Augusta, GA
Ft. Worth ■ Miami
New York City ■ Phoenix
Richmond, VA ■ Salt Lake City
San Francisco ■ Washington, D.C.
Winston-Salem, NC

Foster Marketing also won seven Awards of Excellence for several clients, including InterMoor's redesigned website; BJ Services' technical literature series, capabilities brochure, and full-page, four-color space advertising campaign; Superior Energy Services' capabilities brochure; and TAM International's full-page single ad. Foster Marketing also won for a self-promotional 3D direct mail piece.

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

Foster Marketing Communications is a 30-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 Houston and Lafayette. Visit www.fostermarketing.com.

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