



For Immediate Release

Contact: Tracy Hamann
ARS Advertising
269-982-6602

ARS Advertising Receives Awards for Creative Excellence

St. Joseph, Mich., March 11, 2008—ARS Advertising, a local retail marketing group, has earned 7 ADDY® awards for creative excellence in advertising presented by MAC Michiana, a regional affiliate of the American Advertising Federation (AAF).

“The ARS team continually blows me away with their creativity,” stated Kim Finch, Vice President, ARS Advertising. “Their passion for the brands is reflected in every facet of their work.”

ARS accepted 2 gold and 5 silver ADDY awards for work produced for Whirlpool Corporation’s brands. One gold and one silver award were presented for new product launch kits created for Whirlpool and Maytag brands respectively; a gold ADDY was given for an Amana consumer brochure promoting the new Jot™ dry-erase refrigerator. Silver ADDY awards were also presented for a Whirlpool® Velos® SpeedCook oven cookbook, a Maytag® high-end product brochure, a Whirlpool/United Way fundraising campaign and a special recruitment event for Maytag brand.

The AAF ADDY® Awards Competition is a three-tiered, national competition recognizing excellence in advertising. It is hosted annually by the American Advertising Federation, and is the nation’s largest advertising competition. Winners at the local level advance to district- and then national-level competitions.

ARS Advertising is a retail marketing and branding agency with more than 25 years of experience working with Fortune 500 companies. The agency’s scope of work includes point-of-sale displays and environmental graphics to national print ads, promotional advertising, direct mail, catalogs and consumer literature, logo and icon development and PR support. ARS Advertising has offices in 3 locations: Saint Joseph, Mich.; Chattanooga, Tenn.; and suburban Chicago, Ill. Current clients include Whirlpool Corporation, including Whirlpool, Maytag, Amana and Gladiator GarageWorks brands. ARS also works with some of the nation’s largest retailers, including Best Buy, Lowe’s, The Home Depot, Sears and Target. www.thinkars.com