



NEWS RELEASE

Media Contact:
Alexandra Paparsenos | 617.412.4000 | apaparsenos@ctpboston.com

CONOVER TUTTLE PACE WINS EIGHT BELL RINGER AWARDS IN PUBLICITY CLUB OF NEW ENGLAND'S 2010 COMPETITION

First Agency to Win Two Awards in "New or Social Media Campaign" Category

BOSTON (June 9, 2010) – Conover Tuttle Pace (CTP), a full-service integrated public relations, advertising and interactive agency based in Boston, won eight awards for public relations excellence on Monday night at The Publicity Club of New England's annual Bell Ringer Award Ceremony. CTP's eight Bells were among the top five by any agency.

In addition, CTP became the first agency recognized twice for a "New or Social Media Campaign," a new category in 2010. CTP received silver and bronze bells, respectively, for unveiling the Blio e-Reader at the 2010 Consumer Electronics Show and for its 2009 Breeder's Cup World Championship social media campaign.

The Bell Ringer Awards recognize excellence and achievement in communications and public relations work in New England. Of 10 entries submitted, CTP won eight Bell Ringers for work on public relations campaigns and in securing media results for Innerscope Research, Breeder's Cup World Championships, Blio and Wrightsville Beach.

"Our success with the Bell Ringers is a testament to CTP possessing two things that make an agency special: an extremely talented team and great clients who let us exercise creativity in telling their story," said Brian Heffron, senior vice president of public relations at CTP. "We're proud and humbled that our peers singled out such a wide range of our work, from national news coverage to cool social media programs, for the most coveted PR awards in New England."

CTP received Bell Ringer Awards in the following categories:

GOLD

- Feature or Commentary Placement: Online entry, "***Wired Features Innerscope Research***"
- Feature or Commentary Placement: Series entry, "***Kurzweil Introduces Blio at CES 2010***"

SILVER

- Television News Placement: National entry, "***Good Morning America Features Innerscope Research's Super Bowl Study***"
- New or Social Media Campaign entry, "***Blio New Media Campaign 2010***"

BRONZE

- New or Social Media Campaign entry, "***Breeders' Cup World Championships Social Media Campaign 2009***"
- Feature or Commentary Placement: Online entry, "***Wired Gadget Lab Features Blio***"



- Photo or Graphic with Caption Placement entry, "***Wrightsville Beach featured in Southern Living***"
- Print Feature or Commentary Placement: Trade Publication entry, "***Variety Features Innerscope Research***"

| The nominees in each of the 45 categories were selected by a panel of judges comprised of distinguished members of the PR, marketing/communications and media communities. Entries were evaluated based on the planning, execution and accomplishment of marketing communication objectives, with an emphasis on creativity and demonstrated results.

About Conover Tuttle Pace

Conover Tuttle Pace is a full-service marketing agency based in Boston's North End. Staffed by agency veterans with global brand experience, CTP delivers integrated campaigns that weave together advertising, public relations, interactive and grassroots marketing. The agency's diverse client roster includes the Boston Red Sox, New Balance, Microsoft, Breeders' Cup, MedExpress, Red Bend Software and Eastern Bank. CTP was ranked by the *Boston Business Journal* in 2009 as one of Boston's Top 20 Agencies. Visit Conover Tuttle Pace at ctpboston.com or on Twitter at twitter.com/ctpboston.

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