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DEUCE CREATIVE HONORED WITH EIGHT ADDY AWARDS FROM AMERICAN ADVERTISING FEDERATION-HOUSTON

HOUSTON, TEXAS (February 15, 2010)- Deuce Creative received eight awards at the 48th Annual ADDY® Awards ceremony Saturday night. Each year the American Advertising Federation's (AAF)-Houston hosts an event that recognizes outstanding achievements in the advertising industry. Deuce kicked off the evening receiving the first Gold ADDY® award for outstanding Sales Promotion for the BRULEE Spring / Summer catalog taking the top honor in the Sales Catalog category. Deuce also received the top honor, a Gold ADDY®, in the Collateral Material division within the Four-color Brochure category for the National Space Biomedical Research Institute's Industry Forum brochure. Deuce also received a Silver ADDY® in the Interactive Media division for www.pistudios.com. Deuce received five Citations of Excellence for the following projects: Deuce Creative special edition notecard set, Courtney West stationery package, Story Boutique logo, the Azizi & Mathew Wesmiller wedding invitation, and the Aimee & Daniel Heimbinder wedding invitation.

ADDY®s are the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY® competitions. The mission of the ADDY® competition is to recognize and reward creative excellence in the art of advertising. A ceremony was held to recognize Houston winners in more than 100 categories at the Hyatt Regency Downtown on Saturday February 13, 2010. Winners at the top of each category will automatically qualify for the Regional ADDY® competition and could potentially go on to receive a National ADDY® award.

Deuce Creative has also been honored by the AAF-Houston in years past, including 33 awards spanning the years 2005-2009. This year marks Deuce Creative's fifth year in business and fifth year to enter the ADDY® competition.

"This year the categories were extremely competitive," notes Deuce Marketing Director Aimee Heimbinder. "Websites are increasingly better every year and brochures have notoriously been a category where it is hard to take home a win. We were very pleased with this year's results and already busy working on next year's arsenal."

ABOUT DEUCE CREATIVE

In early 2005, as Deuce Creative co-founders and lifelong friends, Aimee Heimbinder and Kristin Moses found themselves uniquely positioned to offer traditional and non-traditional marketing planning and execution with a twist. With experience in graphic design, advertising and publishing, the partnership offered a fresh spin on the traditional design shop model and on every single project the team works on. Together their combined expertise and talents create bold and cohesive brand stories for clients. Stories that companies can live by and stories that are told to client's customers everyday. Deuce

Creative has an uncommon approach to marketing and design solutions. Each project is conceptually driven and brought to life through a story. Art and strategy are the driving forces behind the creative process at Deuce, a model that creates a unique and dynamic checks and balances system at the firm. Deuce employs an agency methodology for creative execution, and hire award-winning graphic designers and journalists to help create experiences for audiences that drive sales without being *sales-y*.

Deuce Creative is a certified woman owned business (WBE) focused on rebranding companies and offering a wealth of brand extension tactics with a concentration on web based applications. Deuce Creative is the recipient of over 51 advertising and design awards in just over 5 years with more than 10 published works.

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