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For Immediate Release

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Lopez Negrete Recognized with 6th Best of Show in a Row at American Ad Federation Houston ADDY Awards Show

HOUSTON, Feb. 27, 2009 – Lopez Negrete Communications, the second largest independent Hispanic owned and operated agency in the country, took home top honors at the 47th Annual Federation Houston ADDY® Awards, winning 44 awards in all. For the sixth year in a row, Lopez Negrete was awarded the Best of Show Award, this year in Broadcast, for its Miller Lite “Pool Party” commercial. In addition to the Best of Show Broadcast honor, Lopez Negrete earned 10 Gold ADDYs, 9 Silver and 23 Citations of Excellence.

“It is so rewarding to see your teams’ work recognized by its peers. There is so much that goes into every single piece – that when you see the work and the individuals who created it honored, it is indeed so very special. What makes this ‘Best of Show’ win so special is not only that this is our first year with Miller Lite as a client, but also that this run has been with six different clients. We’re so very proud that our peers have judged our work, across categories and clients, to be worthy of this kind of recognition, six years in a row. We are humbled and joyous.” said Alex López Negrete, CEO and president of Lopez Negrete Communications.

The 44 awards were divided among many of the agency’s accounts, including 11 Gold ADDYs awarded for work on behalf of: Bank of America (1); Miller Lite (2); Walmart (1); Sonic (1); Starbucks (3); and Lopez Negrete Communications own brand work (3).

In addition, 9 Silver ADDYs were awarded for: Bank of America (1); Maseca (1); Miller Lite (3); Walmart (3); and Lopez Negrete Communications (1). Twenty-three Certificates of Excellence were given for the agency’s work on: Bank of America (8); Miller Lite (5); Reliant Energy (2); Sonic (1); Starbucks (1); Tyson Foods (1); and Walmart (5).



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The Houston ADDYs are organized by the American Ad Federation of Houston (AAF). The association is comprised of professionals from all disciplines in the advertising, marketing and communications industries. With a membership of over 500 professionals, the group takes an active role in the community, both locally and through its affiliation with the American Advertising Federation (AAF), a 50,000-member national association of advertising professionals.

ABOUT LOPEZ NEGRETE COMMUNICATIONS, INC.

Lopez Negrete Communications is an independent, Hispanic owned and operated full service agency specializing in Hispanic marketing. Headquartered in Houston, Texas, with a second office in Los Angeles, CA, the company's billings for 2008 were estimated at \$161 million. Since 1985, Lopez Negrete has offered a full range of advertising, marketing and public relations services to industry leaders such as Walmart Stores, Tyson Foods, Bank of America, Microsoft Corporation, Miller Brewing Company, NBC Universal Motion Pictures Group, Azteca Milling L.P., Sonic Drive-In, Reliant Energy, Dr Pepper Snapple Group and others. With more than 160 employees, Lopez Negrete is a proven leader in providing fully integrated national Hispanic marketing and communications services.

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