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**LOVE COMMUNICATIONS HONORED WITH TEN AWARDS
AT 2010 UTAH ADVERTISING FEDERATION ADDY AWARDS**

–Wins for Utah Department of Health, GOED and Hayai Zushi, among others–

SALT LAKE CITY – March 3, 2010 – Salt Lake City-based advertising agency Love Communications was recognized with 10 Addy Awards – in addition to a prestigious Judge’s Pick for outstanding work – at the 2010 Utah Advertising Federation awards ceremony.

The 2010 UAF event, an annual affair, recognized work produced in 2009. Love Communications earned honors for creative developed on behalf of a variety of its clients, including the Utah Department of Health’s “The Truth” campaign; the Governor’s Office of Economic Development, Hayai Zushi, the Mars Retail Group’s Ethel’s Artisan Chocolates and PerpetualGreen.

One-year-old Hayai Zushi, the drive-thru sushi and teriyaki restaurant located in downtown Salt Lake City, earned a Gold Addy for Love Communications in the Packaging Campaign Category. The agency created cups, tableware, product labels and other associated in-store marketing materials for the restaurant in efforts overseen by Preston Wood, Adam Fox and Katie Bradley Barrett. Fox also designed the logo for Hayai Sushi, which earned a Silver Addy.

Love Communications was recognized in several different categories for its “Clue” campaign – a clever series of anti-tobacco advertisements for the Department of Health. Working with illustrator Greg Newbold, Love Communications’ ads featured parodies of characters that might be found in a board game like “Clue.” Sample copy reads, “It wasn’t the wrench in the library that did him in. There’s no doubt about the dangers of this weapon. Tobacco kills.”

The campaign earned the Judge’s Pick, as well as a Gold Addy for illustration and a Silver Medal for Single Medium Campaign. The Love Communications team of Preston Wood, Adam Fox, Katie Bradley Barrett, Lena Dibble and Nicole Fisher developed the campaign.

Love Communications earned yet another Gold Addy for a video it produced on behalf of the Governor’s Office of Economic Development. Titled “Utah: A State of Opportunity,” the nine-minute video highlights the state’s appeal for companies interested in Utah’s strong and diverse workforce and business environment by using animation, narration by actor Edward Herrmann and video from more than 30 sources. The team of Preston Wood, Rich Love, Josh Ewing and Katie Bradley Barrett oversaw the project.

Love Communications also won several Addys for its package and design work on behalf of Ethel's Artisan Chocolates, a Mars Retail Group product. The agency earned a Gold Addy for its packaging of the Ethel's Artisan five-bar pack and three Silver Addys – one for caramel packaging, one for tasting squares packaging and one for Sales Promotion Campaign. Preston Wood produced all of the work for the Ethel's Artisan campaign.

Last but not least, Love Communications won its final Addy – a Silver – for a logo it designed for PerpetualGreen, an energy efficiency company.

Love Communications offers a full range of client service, media planning, public relations and governmental relations, accounting, interactive, creative and production services. The agency, which reported capitalized billings of \$30 million in 2009, currently employs 31 full-time staffers. The firm operates under the direction of partners Tom Love, Rich Love, Preston Wood and Alan Reighard.

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