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**LEADING MULTICULTURAL AGENCY CEO WINS PRESTIGIOUS MOSS KENDRIX  
AWARD**

*Bob McNeil, President and CEO of IMAGES USA  
The youngest recipient of the Moss Kendrix Marketer Award  
sponsored by National Alliance of Market Developers Conference*

**ATLANTA** – IMAGES USA is proud to announce that President and CEO Robert “Bob” McNeil became the youngest recipient of the Moss Kendrix Marketer Award from the National Alliance of Market Developers. McNeil received the award during the NAMD’s 56<sup>th</sup> Annual Conference in Atlanta last week.

“I am deeply honored and humbled receiving this award. Moss Kendrix made it possible for African Americans and minorities as a whole to have respectful representation in modern advertising,” said McNeil. “I’m proud that our work at IMAGES USA carries on his work and endeavors to improve upon it.”

McNeil also gave an analysis of the African American consumer ROI (return on investment) during his keynote address at the conference the following day, Saturday, April 19.

The Moss Kendrix Award is given to an established marketing communications business owner who has made significant contributions to the development of the African American consumer. The award is named after the late Moss Kendrix, a public relations pioneer who worked with major companies including Coca Cola to ensure African Americans were seen in a positive light in advertising.

The National Alliance of Market Developers was started in 1953 by Kendrix when he noticed African American marketing specialists networking to search out new ways to cope with the challenges in cultivating the "Black Consumer Market." The NAMD is committed to being a catalyst for positive and progressive change for African Americans.

**About IMAGES USA**

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency’s client roster includes: Amtrak, Sara Lee, International Speedway Corporation, AARP, FedEx and Wachovia. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at [www.imagesusa.net](http://www.imagesusa.net).

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