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WINNER OF THE 2009 AMERICAN BUSINESS AWARD
IMAGES USA WINS STEVIE AWARD FOR
PUBLIC RELATIONS CAMPAIGN OF THE YEAR

IMAGES-Amtrak Pullman Porter Tributes take top PR prize

ATLANTA, GA – IMAGES USA, an Atlanta based marketing communications agency, has won the 2009 Stevie Award for “Public Relations Campaign of the Year” for Amtrak’s Pullman Porter Tributes program.

“Amtrak’s tribute to the legendary Pullman Porters, who were an iconic symbol of luxury train travel in the United States for close to a century, was an unqualified success,” said Amtrak’s Director of National Advertising **Darlene Abubakar**. “These men, most of whom are now in their 90s, captured the hearts and the imagination of all who heard their stories of challenge, triumph and unparalleled service.”

“To date, after five of these tribute ceremonies were held at Amtrak stations across the country, the campaign has garnered more than 211 million PR impressions and more than \$2 million in ad value,” IMAGES President Robert McNeil noted, adding. “Stories have appeared on the NBC Nightly News, CBS Evening News, USA Today, Christian Science Monitor, Associated Press and the New York Times, along with countless other media from coast to coast.”

Called the “business world’s own Oscar Awards,” the 7th Annual American Business Awards were presented in New York City on Monday, June 22. With approximately 600 executives in attendance, The Awards honored a diverse cross-section of American business people, corporations, non-profits, and government agencies reflecting every important aspect of business today, from: C-Suite executives to support staff; major public companies to emerging start-ups; customer services teams to corporate communicators.

The American Business Awards are the only national, all-encompassing awards program honoring great performances in business. For a complete list of the 2009 American Business Award honorees in all categories, visit: www.stevieawards.com/aba. More than 2,600 entries were submitted for The 2009 American Business Awards. More than 200 executives nationwide participated in judging to determine this year’s Finalists and Stevie Award winners.

IMAGES USA won the award against the following list of finalists: Gallagher Group Communications, San Francisco, CA; 104 West Partners, Denver, CO; Baer Consulting, Montclair, NJ; Grow Marketing, San Francisco, CA; MWW Group, East Rutherford, NJ; Vantage Communications, San Francisco, CA.

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES USA 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, AARP, National Black Arts Festival, International Speedway Corporation, Brown-Forman, LifeLock, Teach for America, and Scientific Games. The agency currently ranks No. 6 on Black Enterprise Magazine's list of Black owned advertising agencies. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.

About the Stevie Awards

Stevie Awards are taken from the name Stephen which is Greek for "crowned." Since 2003, they are conferred in four categories: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more at www.stevieawards.com.

Supporting sponsors of The 2009 American Business Awards include High Performance Technologies Inc., John Hancock, Lifelock, RCN Corporation, Softpro, and Ultimate Software. Media sponsor is the Business TalkRadio Network. Localization partner of the 2009 Stevie Awards is Lionbridge.

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