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GIBBS & SOELL AWARDED TOP PR PRIZE IN REGIONAL AGRI-MARKETING COMPETITION

Key Messages:

- Syngenta's Lexar 5th Anniversary takes home top PR prize at the 2009 Carolinas/Virginia Best of NAMA awards.
- Gibbs & Soell is the 11th largest independent public relations agency in the United States (*O'Dwyer's* 2009 PR Agency Report).
- National Agri-Marketing Association (NAMA) is the nation's largest professional association for professionals in marketing and agribusiness.

RALEIGH, N.C., January 27, 2010 – **Gibbs & Soell Inc.** and its client **Syngenta** have earned multiple awards including the "Best of Show – Public Relations" honor for the second consecutive year in a prestigious communications industry competition sponsored by the Carolinas/Virginia Chapter of the National Agri-Marketing Association (NAMA). NAMA is the nation's largest professional association for professionals in marketing and agribusiness.

Carolinas/Virginia NAMA awarded Gibbs & Soell and Syngenta its 2009 "Best of Show" public relations prize for the Lexar 5th Anniversary customer event which celebrated the registration of Lexar corn herbicide. The award-winning event was held to increase brand awareness and sales and to strengthen the position of Lexar above its competitors. The anniversary celebration took place over two events – a multi-tiered Lexar "birthday" celebration during the National No-Tillage Conference and a Lexar 5th Anniversary Dinner during the National Farm Machinery Show.

Gibbs & Soell also won four other 2009 Carolinas/Virginia Best of NAMA awards including:

- Durivo Launch (First Place, New Product Launch)
- Future of Southern Ag (First Place, Overall PR Program)
- Thrive Magazine (First Place, Company and Association Magazines – External)
- Novartis Animal Health Atopica Media Relations (First Place, Specialty PR Campaign)

In addition, the agency was also honored with six other merit awards for creative ideas and efforts in various categories including Media Relations and Interactive Marketing Tools.

"We are very honored at Gibbs & Soell that our philosophy of providing the best possible service, delivering outstanding results and staying true to our clients has earned us generous recognition and awards in such prestigious competitions," said Cos Mallozzi, CEO, Gibbs & Soell. "It has been a pleasure to work with our

clients, Syngenta and Novartis Animal Health, in further positioning their companies as leaders in the agribusiness industry.”

Widely recognized as the leader in **agribusiness public relations**, Gibbs & Soell also offers world-class **communications expertise** in advanced manufacturing and energy, consumer lifestyle and building solutions, professional services, and technology and general science.

Founded in 1971, Gibbs & Soell is the 11th largest **independent public relations agency** in the U.S. (*O’Dwyer’s* 2009 PR Agency Report). Headquartered in New York City, G&S has full-service offices in Chicago, Raleigh, N.C. and Zurich, Switzerland. The **G&S global network** includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

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