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## GIBBS & SOELL AWARDED TOP PR PRIZE BY NATIONAL AGRI-MARKETING ASSOCIATION

*-- G&S and Syngenta Earn Multiple Industry Honors for Agribusiness Media and Creative Excellence --*

### Key Messages:

- Gibbs & Soell is the perennial no. 1 U.S. agricultural public relations firm (*AgriMarketing* magazine).
- Gibbs & Soell is the 11<sup>th</sup> 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., May 6, 2009** – Gibbs & Soell, Inc., one of the **leading independent public relations firms** in the United States, and its client **Syngenta** have earned multiple honors in prestigious communications industry competitions, capped by the “Best of Show - Public Relations” award from the National Agri-Marketing Association (NAMA). NAMA is the nation's largest professional association for professionals in marketing and agribusiness.

NAMA has awarded Gibbs & Soell and Syngenta its 2009 top public relations prize for the AVICTA Complete Cotton Blimp campaign. The award-winning PR campaign for Syngenta helped to maintain strong brand awareness for its AVICTA Complete Cotton seed treatment, while supporting local cotton-growing communities and a foundation for critically ill children. Syngenta's advertising partner Martin Williams also participated in the integrated campaign.

Following are **Gibbs & Soell** entries which have won 2009 Best of NAMA Awards:

- AVICTA Complete Cotton Blimp campaign (Best of Show, Public Relations; First Place, Overall PR Campaign)
- Syngenta Grain Bin Electronic Newsletter (First Place, Company & Association Newsletters – External to Dealers)
- Syngenta Broadcast Audio Files (Merit, Broadcast News)
- AVICTA Complete Cotton Corporate Headquarters Internal Event (Merit, Internal Events)

In addition, the North Carolina Chapter of the Public Relations Society of America (NCPRSA) has recently recognized the **Gibbs & Soell agribusiness** team with multiple creative and media awards, including the Direct Mail/Direct Response Category Winner for the Syngenta SFC Cotton Toolbox Direct Mail entry.

"It is a privilege for Gibbs & Soell to partner with our valued client and agribusiness industry leader, Syngenta, and to have our efforts recognized by our peers," said Cos Mallozzi, CEO, Gibbs & Soell. "We are

honored that our communications expertise, creative ideas and genuine passion for our client's business has resulted in this generous public acknowledgement."

Widely recognized as the leader in **agribusiness and food 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, BitnerGoodman in Miami, and the Public Relations Organisation International partnership. For more information, please visit [www.gibbs-soell.com](http://www.gibbs-soell.com).

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