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

Key Messages:

- Gibbs & Soell takes home top advertising prize in a regional National Agri-Marketing Association (NAMA) competition.
- Gibbs & Soell is a global independent public relations firm and leader in agribusiness communications that is currently celebrating its 40th year in business.
- NAMA is the nation's largest association for agribusiness marketing professionals.

RALEIGH, N.C., February 24, 2011 – **Gibbs & Soell, Inc.**, one of the leading independent public relations firms in the United States, recently earned multiple awards, including Best of Show Advertising, in a **regional competition** sponsored by the **National Agri-Marketing Association** (NAMA) for work done on behalf of clients **Syngenta**, **Syngenta Biotechnology** and **Novartis Animal Health**. NAMA is the nation's largest association for agribusiness marketing professionals.

Gibbs & Soell competed with other agencies spanning across **11 Southeastern states** to win Best of Show Advertising for "Sugarbeets Across America," a calendar developed for and distributed to 5,000 sugarbeet growers in 13 states on behalf of Syngenta. The calendar's objectives were to celebrate growers in the sugarbeet industry, explain the technology behind sugarbeet production and remind growers of the investment Syngenta has made to the sugarbeet market.

In addition to the top prize, Gibbs & Soell also received 10 regional first place awards in several other categories, including customer brochures, audio/visual presentations, media relations, events, newsletters, magazines, websites, interactive marketing tools and overall public relations programs. These entries will advance to the national NAMA competition in Kansas City, Mo., where winners will be announced on April 13, 2011.

"We at Gibbs & Soell are honored to be recognized through these prestigious competitions for our commitment to providing the best possible service, delivering outstanding results and staying true to our clients," said Kerry Henderson, senior vice president and managing director, Gibbs & Soell. "It has been a pleasure to work with Syngenta, Syngenta Biotechnology and Novartis Animal Health in further positioning their companies as leading members of the agribusiness community."

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**, **building solutions**, **greentech and sustainability**, **professional services**, and **technology and general science**.

About Gibbs & Soell:

Gibbs & Soell is an **independent public relations agency** celebrating its 40th year in business. **Headquartered in New York**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** extends across nearly 40 countries and 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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