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GIBBS & SOELL SWEEPS TOP ADVERTISING AND PR PRIZES IN REGIONAL AGRI-MARKETING COMPETITION

Key Messages:

- Gibbs & Soell, Inc. is awarded the top two Best of Show awards in a regional National Agri-Marketing Association (NAMA) competition.
- Gibbs & Soell is a global independent communications firm, which is widely regarded as the top-ranking agricultural PR business (*AgriMarketing* magazine).
- NAMA is the largest national association for agribusiness marketing professionals.

RALEIGH, N.C., January 30, 2012 – **Gibbs & Soell, Inc.**, a global independent communications firm, was recently honored with multiple awards in a regional competition sponsored by the **National Agri-Marketing Association** (NAMA), the largest national association for professionals who specialize in agribusiness marketing. Gibbs & Soell took home 13 awards including the top two prizes, Best of Show Public Relations and Best of Show Advertising, for exemplary work on behalf of clients **Syngenta** and **Syngenta Biotechnology, Inc.**

Gibbs & Soell competed with other businesses spanning across 11 Southeastern states to win the two highest honors. The Best of Show in Public Relations award recognized Syngenta Biotechnology for its announcement regarding the construction of a new, 147,000-square-foot research facility in North Carolina's Research Triangle Park. Gibbs & Soell coordinated the announcement, generated public awareness for the new research facility and helped enhance its client's reputation as a global leader in the local science-based community. The Best of Show in Advertising award was bestowed on Gibbs & Soell for executing the Canstruction® exhibits at key 2011 industry trade shows on behalf of long-term client, Syngenta.

Along with capturing the two top awards of the evening, the firm also received eight regional first place or merit awards in several other categories including company magazines, social media, overall public relations campaigns, internal events, collateral and audio/visual presentations. These entries are eligible to advance to the national NAMA competition, and the winning results will be announced in April.

"It is truly an honor for Gibbs & Soell to participate in the NAMA competition and to be recognized for helping our clients meet and exceed their business objectives," said Kerry Henderson, senior vice president and managing director, Gibbs & Soell. "Working with top-tier companies, Syngenta

and Syngenta Biotechnology, Inc., to help them advance their missions with memorable and measurable results is rewarding.”

The agency offers **communications expertise** to major organizations and brands seeking to engage business and consumer audiences in advanced manufacturing and energy; agribusiness and food; consumer lifestyle and building solutions; greentech and sustainability; professional services; and technology and general science.

The firm’s **portfolio of services** includes corporate communications, marketing communications, event marketing, digital and social media, leadership positioning, employee communications, communications training, and communications research and evaluation.

About Gibbs & Soell:

Gibbs & Soell is an **independent communications** firm that was founded in 1971.

Headquartered in New York, G&S has offices in Chicago; Raleigh, N.C.; and Zurich, Switzerland. The **G&S global network** extends across nearly 40 countries through its Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com

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