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2009 NSF ADCHIEVEMENT AWARD WINNERS NAMED

6th Annual NSF ADchievement Awards were presented at the 2009 National Sports Forum in Greater Phoenix, AZ on January 28, 2009

For immediate release.

For more information, contact:

Steve Carter

National Sports Forum

(619)469-4101 ext 205

steve@sports-fourm.com

(February 3, 2008) SAN DIEGO – The winners of the 2009 NSF ADchievement Awards were selected by a vote of the attendees of the 2009 National Sports Forum in Greater Phoenix, AZ.

The NSF ADchievement Awards recognize the best sports-themed advertising in eight categories. The categories and winners were:

- Television – Maple Leaf Sports & Entertainment
- Radio – Turner Sports
- Print – Greenville Drive
- In Stadium / In Arena – San Francisco 49ers
- Out-of-Home – Maple Leaf Sports & Entertainment
- Sales Collateral – Toronto Blue Jays / Cenergy
- Alternative Media – Arizona State University
- Internet / Web-based – Miami Dolphins

Additionally, for having the highest quality of advertising across all categories, Maple Leaf Sports & Entertainment was presented with the “2009 NSF ADchievement Overall Award of Excellence.”

For the 2009 NSF ADchievement Awards, more than 500 ads from the sports industry were submitted for consideration. Submissions came from teams representing MLB, NFL, NBA, NHL, MLS, NCAA, and minor leagues, as well as NASCAR, television networks, retail stores, and private corporations.

Finalists in each category were determined in preliminary judging by an independent panel of advertising experts. Winners of each category were determined by a vote of the attendees at the *2009 National Sports Forum*. More than 600 senior-level executives from throughout the sports industry were in attendance. The independent panel of advertising experts also determined the “2009 NSF ADchievement Overall Award of Excellence” winner prior to the conference based a quantitative scale.

“The ADchievement Awards pit each organization’s advertising against the best and most effective from throughout the broad spectrum of the sports industry – giving the winners the opportunity to truly be recognized as the leader in our business” said Ron Seaver, founder and president of The National Sports Forum. “Simply being named a finalist in the NSF ADchievement Awards is an important achievement, but being chosen as a category winner is a particularly noteworthy accomplishment because the winners are selected by the toughest critics, their industry peers. We congratulate all the winners and finalists in this year’s competition for a truly outstanding job.”

The complete results are listed below. Details about The NSF ADchievement Awards and the list of Finalists in all categories also available at: www.sports-forum.com/adchievement.

TELEVISION

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|-----------------------------------|--|
| 1st | Maple Leaf Sports & Entertainment | Maple Leafs Season Campaign |
| 2nd | Big Ten Network | This Is Big Ten Country |
| 3rd | JOHNSON'S® | Thanks Mom |
| Finalist | Chivas USA | Come Celebrate |
| Finalist | NFL PLAYERS / Forty Forty | Football Doesn't Define Me |
| Finalist | Turner Sports | MLB Postseason 2008 – I Love This Town |

RADIO

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|---------------------|---------------------------|
| 1st | Turner Sports | NBA All Star Game 2008 |
| 2nd | Phoenix Coyotes | Pierre The Snowman |
| 3rd | San Francisco 49ers | Put Your Game Face On |
| Finalist | Greenville Drive | Chatter Guy |
| Finalist | Memphis Grizzlies | Grizzlies Season Campaign |
| Finalist | Phoenix Coyotes | Pierre For President |

PRINT

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|--|----------------------------|
| 1st | Greenville Drive | Make It A Baseball Story |
| 2nd | Big Ten Network / Tom, Dick and Harry Advertising | This Is Big Ten Country |
| 3rd | Red Bull New York | Flying High |
| Finalist | Houston Texans | Every Game |
| Finalist | Milwaukee Brewers | Fans Wanted |
| Finalist | NFL PLAYERS / Forty Forty | Football Doesn't Define Me |
| Finalist | Oakland A's | 100% Baseball |

OUT-OF-HOME

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|-----------------------------------|-----------------------------------|
| 1st | Maple Leaf Sports & Entertainment | Toronto Raptors Season Campaign |
| 2nd | Turner Sports | NBA on TNT Fall Launch 2008 |
| 3rd | Cleveland Indians | Autograph Bus Wrap |
| Finalist | Memphis Grizzlies | Memphis Grizzlies Season Campaign |
| Finalist | Oakland A's | 100% Baseball |
| Finalist | San Francisco 49ers | Put Your Game Face On |
| Finalist | Utah Jazz | Life Off, Game On |

IN STADIUM / IN ARENA

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|----------------------|-----------------------------------|
| 1st | San Francisco 49ers | Put Your Game Face On |
| 2nd | Cleveland Indians | 2008 Cleveland Indians Open |
| 3rd | Memphis Grizzlies | Memphis Grizzlies Season Campaign |
| Finalist | Arizona Diamondbacks | D-Backs Intro Video |
| Finalist | Chivas USA | Come Celebrate |
| Finalist | Minnesota Vikings | You Made The Team |
| Finalist | Phoenix Coyotes | Pierre The Snowman |

SALES COLLATERAL

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|------------------------------------|--|
| 1st | Toronto Blue Jays / Cenergy | <i>The Perfect Fit</i> |
| 2nd | Maple Leaf Sports & Entertainment | <i>Toronto Maple Leafs Season – Ticket Package</i> |
| 3rd | San Francisco 49ers | <i>Put Your Game Face On – Season Ticket Package</i> |
| Finalist | Columbus Crew | <i>Blackout The Galaxy Media Kit</i> |
| Finalist | Maple Leafs Sports & Entertainment | <i>Toronto Raptors – Season Ticket Package</i> |
| Finalist | Minnesota Twins | <i>This Is Twins Territory</i> |
| Finalist | Oakland Raiders / Swirl | <i>There's A Little Raider In All Of Us</i> |

INTERNET / WEB-BASED

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|---------------------------|---|
| 1st | Miami Dolphins | <i>Miami Dolphins Season Campaign</i> |
| 2nd | Oakland Raiders / Swirl | <i>There's A Little Raider In All Of Us</i> |
| 3rd | NFL PLAYERS / Forty Forty | <i>Real – Football Doesn't Define Me</i> |
| Finalist | Columbus Crew | <i>2008 MLS Playoff Campaign</i> |
| Finalist | JOHNSON'S® | <i>Thanks Mom</i> |
| Finalist | LeadDog Marketing Group | <i>davidwrightorwrong.com</i> |
| Finalist | San Francisco 49ers | <i>Put Your Game Face On</i> |

ALTERNATIVE

| | <u>Organization</u> | <u>Campaign Title</u> |
|----------|--|---|
| 1st | Arizona State University | <i>2008 Alternative Media Campaign</i> |
| 2nd | Maple Leaf Sports & Entertainment | <i>Toronto Raptors – Mobile Projection Campaign</i> |
| 3rd | Turner Sports | <i>NBA All Star Game 2008 (Pizza Box)</i> |
| Finalist | Big Ten Network / Tom, Dick & Harry Advertising | <i>This Is Big Ten Country (Remote Control Wrap)</i> |
| Finalist | Minnesota Twins | <i>Twins Ballpark Seat</i> |
| Finalist | Minnesota Twins | <i>Official Twins Drink Helmet (Coaster)</i> |
| Finalist | Toronto Blue Jays | <i>Group Leader Thank You Gift (on USB Flash Drive)</i> |

About The NSF ADchievement Awards

The NSF ADchievement Awards recognize the best sports-themed advertising in eight individual categories. Additionally, the organization judged to have the highest quality of advertising across all categories will be presented with the Overall Award of Excellence. The NSF ADchievement Awards are the only national, all-encompassing awards program honoring great sports advertising from throughout the sports industry. Learn more about ADchievement Awards at www.sports-forum.com/adchievement.

About The National Sports Forum

The National Sports Forum is the largest annual cross-gathering of the top team sports marketing, sales, promotions, and event entertainment executives from throughout the broad spectrum of teams and leagues in North America. The conference includes three days of keynote speakers, breakout sessions, panel discussions, and behind-the-scenes tours. The 2010 National Sports Forum will be held February 1-3, 2009 at The Renaissance Harborplace Hotel Baltimore. Learn more about The National Sports Forum at www.sports-forum.com.