

BARD ADVERTISING RANKED AMONG TOP THREE MN PROMOTIONAL AGENCIES

Minneapolis, MN—June 2007—BARD Advertising, Inc., a specialized full-service marketing communications agency known for its store-level marketing programs that drive traffic and create lift, recently ranked among the top three Minnesota promotional marketing agencies and 77th in the country by PROMO magazine's annual PROMO 100.

Driving results in ways few agencies can, BARD has a decade old reputation for developing/complementing national programs at store level. The results-driven programs create a thematic thread from their clients' brand to the consumer and in return a lift in sales.

As a sustained independent specialized agency, BARD has created that niche between the marketing manufacturer, their sales or brokers force and their customer—the retail industry.

According to the most recent Reveries Magazine, over 45% of CPG companies are ensuring that all future promotions, item introductions and category management assortment recommendations align with the retailer-defined shopper segments...this is store-level marketing.

"We are pleased to see the PROMO 100 recognition of BARD," said Barb Stabno, Owner of the woman owned marketing communications agency. "From day one, we have understood that every client message we deliver needs to be targeted to a specific end-user or customer base. Our ranking as a PROMO 100 agency reinforces our ability to develop and execute flawlessly a clearly communicated message and a call to action to a very specific audience. Again, results driven."

PROMO Magazine has published an annual list of the top promotional agencies since 1993, providing the marketing industry with the most accurate, reliable rating of an agency's health and vitality. The ranking process reviews each company's growth, account wins/losses and awards, and evaluates the quality and results behind each shop's campaign work.

ABOUT BARD ADVERTISING

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It's all about the results!