

EBL wins seven Adrian Awards
FINAL –3.21.07

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E.B. LANE

Memorable ideas at work

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E.B. Lane Wins Seven Awards in Prestigious Competition

Awards Reflect Talent, Expertise of Phoenix-Based Advertising Agency

PHOENIX – Wednesday, March 21, 2007 – Phoenix-based advertising agency **E.B. Lane is the winner of seven Adrian Awards** in the competition for the most prestigious honors in the travel advertising industry.

The Adrian Awards are presented in New York City each January by the Hospitality Sales & Marketing Association International (HSMIAI), an organization of sales and marketing professionals representing all segments of the hospitality, travel and tourism industries. Honoring creative brilliance and best practices in hospitality, travel and tourism-related marketing, winners were selected from a field of 1,200 entries from 36 countries, and judged by a team of experts from all sectors of the industry.

“The Adrian Awards is the world’s most prestigious advertising competition in the hospitality, travel and tourism industry,” says Beau Lane, President and CEO of E.B. Lane, “We’ve attracted some of the brightest minds in the travel advertising industry and we’re honored that Phoenix talent is being recognized on an international level.”

E.B. Lane won these awards for creative work done for RockResorts, the luxury brand within Vail Resorts Lodging Company. With headquarters in Broomfield, Colo., RockResorts owns and/or manages luxury resort hotels in several states including Colorado, New Mexico, Washington and Wyoming.

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The agency was recognized with the *Departures Magazine* Luxury Marketing Achievement Award, a special Adrian Award sponsored by *Departures Magazine*, for exemplifying the most effective and creative advertising to the affluent market. A directory brochure produced for RockResorts won the agency this honor.

HSMIAI presented E.B. Lane with a gold award in the Single Entry Advertising, Individual Room/Travel Agent Sales category for a directory rack brochure created for RockResorts.

In the category of Advertising Series, Individual Room/Travel Agent Sales, E.B. Lane won a silver award for a two-page golf campaign spread produced for RockResorts.

Additionally, E.B. Lane was presented four bronze awards. Two in the Single Entry Advertising, Group Sales category, for a group sales direct mail piece produced for RockResorts and a winter mailer produced for The Equinox Resort & Spa, a RockResorts spa.

In the Advertising Series, Image: Advertising to Position Your Company category, E.B. Lane won a bronze award for a full-page golf campaign designed for RockResorts.

The fourth bronze award was in the Single Entry Advertising, Individual Room/Travel Agent Sales category, which was awarded for the Porch View Newsletter produced for The Equinox Resort & Spa.

About HSMIAI

Founded in 1927, HSMIAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

For more information on HSMIAI, visit www.hsmiai.org.

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About E.B. Lane

Established in 1962, E.B. Lane is one of the largest full-service advertising and public relations agencies in the Southwest with annual capitalized billings of more than \$56 million.

Clients include RockResorts, Wal-Mart, Cable One, Inc., Arizona Biltmore Resort & Spa, Greater Phoenix Convention & Visitors Bureau, Arizona Cardinals, Xanterra Parks & Resorts, Arizona Super Bowl XLII Host Committee, DMB Realty, the Health & Wealth Raffle in support of St. Joseph's Hospital and Medical Center, Arizona Alzheimer's Consortium, Arizona Bank & Trust, and The American Foundation.

For more information visit www.eblane.com.

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