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PRESS RELEASE

C3 Wins 32 Omni Awards – Kansas City’s ADDY’S

Kansas City, KAN – The Advertising Club of Kansas City, a club of the American Advertising Federation, recently awarded Creative Consumer Concepts (C3) for Best of Design, 11 gold, 6 silver and 14 bronze 2004 OMNI Awards during their annual awards ceremony. The brand-marketing agency for kids’ menus and toys took home about one award per associate at the Kansas City event.

Bob Cutler, CEO of C3 said, “We are honored to win this recognition in advertising. I want to thank the talented staff at C3 who made these awards possible and our clients for giving us the opportunity to do great work.”

C3’s gold winners were forwarded on to compete in the District 9 Regional ADDY contest, and those awards will be distributed at the spring conference in April. If successful there, the winners will proceed on to the national ADDY competition.

The OMNI awards, which are Kansas City’s ADDY’s, are awarded annually to advertising agencies and freelancers throughout the metro area. Thirty-three entrants submitted over 1100 entries in the 2004 competition, from which 108 were gold award winners. C3 claimed the third highest amount of gold awards in this year's show.

C3 generates about \$40 million in annual revenue and employs approximately 45 individuals. They have been recognized in local and national publications for their commitment to charitable giving and for maintaining high ethical business standards.

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