



MessageMakers

experiences that transform

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MESSAGEMAKERS DELIVERS COMMUNICATOR AWARDS

Lansing, Mich. (January 14, 2009) - MessageMakers, a producer of experiences that transform, recently received two Communicator Awards for outstanding work in the audio-visual industry.

An Award of Distinction in the event category went to a thirty-second spot promoting the Harley Owners Group's 25th anniversary celebration. This celebration came in conjunction with Harley-Davidson's 105th anniversary celebration this year.

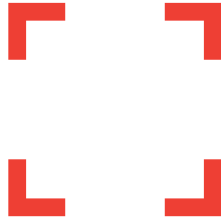
"We've had a very long history with Harley-Davidson and the Harley Owners Group," says Tom Lietz, senior video producer for MessageMakers. "It was great to be a part of the two major anniversaries this year and to create a video for a group that brings so many diverse people together with a common passion. This piece really captured the spirit of H.O.G."

"Be Red Cross Ready," a video designed to accelerate fundraising for the Mid-Michigan chapter of the American Red Cross, also received an Award of Distinction, but in the video/use of animation category. This video also received an Award of Excellence from the Videographer Awards.

MessageMakers created a short-format video that included narrative threads of three citizens within the community. Their stories presented real and immediate problems in which the Red Cross quickly responded with the support and aid that the people needed.

Rick Weaver, the video's director of photography, noted that "this composition was engaging because it was able to visually illustrate the impact of the Red Cross in our community, and thus a connection was made with the audience."

- more -



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This video is the third annual video that the Red Cross and MessageMakers have made together, after a first year in which the video helped the Red Cross make quadruple its fundraising goal for its important local work.

MessageMakers produces experiences that transform worldwide in a number of arenas: creative media (high-definition video, audio, print), public information campaigns, instructional design and event production services. In 2008 alone, the company has won nine awards for the quality of its work. For more information, visit www.messagemakers.com.

The Communicator Awards is the leading international program honoring creative excellence for communications professionals. Each year, the awards are sanctioned and judged by the International Academy of the Visual Arts. For more information, visit <http://www.communicatorawards.com>.

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(From left) Tim Whalen and Tom Lietz of MessageMakers present the award to Mike King, vice chair of the board, Mid-Michigan American Red Cross.

High-quality image file available at www.messagemakers.com/images/RedCrossTimTom.jpg