

CHOCOLATE -- THE GOLDEN TICKET FOR ALLIANCE COMMUNICATIONS

Tampa, FL, February 20, 2006 – Up against a record number of entries, Alliance Communications, Inc., a Tampa-based PR/Marketing/Advertising firm, won ADDY gold in the Direct Marketing category. Alliance was awarded a Gold ADDY for its Hershey Bar Mailer on behalf of client, Dr. Bernstein Health and Diet Clinics. The Gold joins a 2005 Silver ADDY for Advertising Industry Self-promotion.

The Hershey Bar Mailer included a set of six Hershey bars, custom wrapped with common weight loss excuses such as, “I’ll start my diet tomorrow,” and “This is my last one.” On the back of each bar was an obesity fact such as “Two out of three Floridian adults are considered overweight.” All were packed in a box with a compelling letter about the benefits of a healthy, doctor-supervised diet with Dr. Bernstein Health & Diet Clinics.

“We only entered this one entry this year,” says Alliance’s President, Jan Luongo. “With so many entries we were surprised that our one entry would earn Gold in its category.”

The Tampa Bay Advertising Federation’s 2006 ADDY Awards were held at the Tampa Convention Center and boasted the largest number of entries in their history, with 856 submissions. The ADDYs, the largest, most prestigious competition in advertising, recognize creative excellence and the very best of the industry.

A 10-year-old firm, Alliance Communications helps its clients be seen, heard and remembered through strategic integrated marketing, public relations and advertising. The PR/Marketing/Advertising firm is located at 15310 Amberly Drive, Suite 215, Tampa, and can be reached at 813-978-1992. For more information, please visit the company’s web site at www.alliancecommunications.net <<http://www.alliancecommunications.net/>> .

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