



Freed Receives Top Honor

Freed Advertising Named Agency of the Year

SUGAR LAND, TX, (February 2, 2009) — Freed Advertising was awarded Agency of the Year at this year's American Women in Radio and Television – Houston's 8th Annual Star Awards. The announcement was made at the Star Awards Gala on January 29, 2009.

"It's rewarding to receive recognition from broadcast industry leaders like AWRT. This award is special, because it honors our whole team's commitment from account service and media to operations and creative. We were proud to be a part of their celebration," Gerald Freed, CEO of Freed Advertising, said.

The award recognizes Freed's achievements in broadcast advertising in the Houston area throughout 2008, particularly work the agency did for its clients in the aftermath of Hurricane Ike.

"In response to the storm, we worked with clients such as our master-planned communities in a highly strategic manner," Freed said. "We minimized their media losses and also helped them use paid and unpaid ad time to reach out to their residents, whose only connection was a portable radio."

Freed was nominated Agency of the Year by local radio and television companies, as well as by prominent individual AWRT members in the broadcast media community. This was Freed's second nomination and first award from AWRT Houston.

Freed Advertising, L.P.

Freed Advertising is a Sugar Land, Texas-based advertising agency with clients in the real estate, automotive, home products, banking, entertainment and other retail and business-to-business industries. The agency, one of Houston's top ten, has won numerous awards in its 24-year history including national recognition for a 2005 Super Bowl spot for client, Silestone. For more information, visit the Freed Advertising website at www.freedadvertising.com.

About American Women in Radio and Television

AWRT is a national, non-profit organization dedicated to advancing women in the electronic media and related fields. Their Mission is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting as a resource to its electronic members and the industry. Learn more at www.awrthouston.org.