

FOR IMMEDIATE RELEASE

CONILL TAKES CROWN AT ADVERTISING AGE'S HISPANIC CREATIVE ADVERTISING AWARDS.

Most Awarded Agency Wins Best of Show. Creative Chief Named “Creative Director of the Year”

LOS ANGELES, SEPTEMBER 15, 2008 —Conill had a remarkable showing at the 10th Annual Advertising Age Hispanic Creative Awards, winning Best of Show and distinguishing itself as the most-awarded agency of the competition. The ceremony took place on Friday, September 12 during the Association of Hispanic Advertising Agencies (AHAA) 2008 Creative and Account Planning conference in Los Angeles, CA.

Conill earned Best of Show for its groundbreaking non-traditional campaign for the launch of the 2008 Toyota Corolla – an effort which earned a Media Lion at this year’s Cannes International Advertising Festival. Overall, the agency took home seven creative awards for its Toyota, T-Mobile and Procter and Gamble clients.

“Receiving this recognition from the industry among such a crowded field of terrific work is very gratifying,” said Conill Chief Creative Officer Pablo Buffagni. “It is very important to me that these awards represent work for our three largest clients. It shows the passion and commitment of people throughout our shop.”

Mr. Buffagni was also named “Creative Director of the Year” during the conference by HispanicAd.com, an industry news and information website. It was the second time he has earned the distinction, which is decided via open balloting among industry professionals.

“It’s exciting that so much of our non-traditional work was appreciated, as it’s our biggest growth area and focus for the future,” said Conill Managing Director Carlos Martinez. “Pablo’s individual recognition at the conference was well-deserved. In addition to being one of the industry’s premier creative talents, he is also an inspirational leader for our people.”

Conill’s integrated campaign for Toyota’s Tundra also won a Bronze HispanicAd.com Account Planning Excelencia (HAPE) award, which recognizes planning work achieving excellence in strategic thinking that has a significant impact on the development of great creative solutions. Another integrated effort for T-Mobile received an honorable mention.

All of Conill’s award-winning work may be seen at www.conill-ideas.com/winning.html.

AWARDS LIST

Advertising Age Hispanic Creative Awards

Best of Show:

- Toyota Motor Sales' Corolla "Is That the Lineman?"

Gold Winner: Interactive, Online Ad

- T-Mobile's Sidekick "Karate"

Gold Winner: Non-Traditional/Guerilla Marketing

- Toyota Motor Sales' Corolla "Is That the Lineman?"

Silver Winner: Non-Traditional

- Toyota Motor Sales' Tundra "Plataforma Giratoria" ("Turntable Display")

Silver Winner: Integrated

- Toyota Motor Sales' Tundra "Tundrazo Tour" campaign

Silver Winner: Newspaper,

- Procter & Gamble's Tide "Manchon" campaign
- Procter & Gamble's Tide "Angelitos" campaign

Bronze Winner: Out of Home

- Procter & Gamble's Tide "Angelitos" campaign

HispanicAd.com Awards

HAPE Award, Bronze

Toyota Tundra "Tundrazo" campaign

Creative Director of the Year:

Pablo Buffagni, Chief Creative Officer

About Conill

Conill, "The Latino Ideas Company," was founded in 1968 and is currently among the fastest growing and most highly awarded Latino agencies in the U.S. In 2008, Conill won its second consecutive O'Toole Multicultural Award from the American Association of Advertising Agencies. In 2007, it was named Multicultural Agency of the Year by *Advertising Age*. The agency's roster of blue-chip clients includes Bacardi, Continental Airlines, CVS/pharmacy, MetLife, Procter & Gamble, T-Mobile and Toyota Motor Sales.

About the Advertising Age Hispanic Creative Awards

The Advertising Age Hispanic Creative Advertising Awards are the premier showcase of Hispanic creative talent honoring the best Hispanic-targeted advertising across television, radio, newspaper, magazine, out-of-home, interactive media, direct marketing, integrated multimedia and nontraditional/guerrilla marketing. The awards were judged by a panel of top Hispanic agency creatives, senior-level marketing executives and *Advertising Age* editors.

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