

PRESS RELEASE
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**2-STORY CREATIVE HELPS BREWERS REACH MARKETING EXCELLENCE
BRINGING HOME TOP HONOR AT NATIONAL SPORTS FORUM**

Milwaukee, WI – February 01, 2012 – Local marketing agency, 2-Story Creative produces award-winning work for their clients. And today, one such client, the Milwaukee Brewers Baseball Club, took home the top honor at the 2012 National Sports Forum (NSF) ADchievement Awards in Oklahoma City. The NSF *Overall Award of Excellence* is presented to the organization that submits the best, most effective advertising in the sports industry.

“The Brewers are wonderful to work with. They think outside the box and the results pay off. Their attendance is on pace with any large market team and their marketing is winning awards,” said Ellen Homb (owner and president, 2-Story Creative).

2-Story has been working with the Brewers for almost 20 years. What started as design work on the game program has grown into a deeply rooted partnership, involving television, radio and other projects for many different departments, including Corporate Marketing, Consumer Marketing, Corporate Communications and Brewers Community Foundation – all of which had work chosen as finalists in their respective categories.

ADDITIONAL RECOGNITION:

NSF ADchievement Awards (sports-forum.com/adachievement)

First place – Alternative Media (2012) :: Interactive baseball cards fans could turn into 3-D player cutouts

First place – Print (2011) :: Brewers Community Foundation newspaper advertisements

Second place – Sales Collateral (2011) :: “Missing You” campaign for Season Seat Holder renewals

Second place – Overall Award of Excellence (2007)

NSF SAMMY Award (sports-forum.com/sammy)

2011 :: “Missing You” campaign for Season Seat Holder renewals

PromaxBDA Sports Media Marketing Awards (www.promaxbda.org)

Finalist – Leagues, Teams and Governing Bodies: Team Television Promotion (2010) :: “Regular Guys” TV spots

Other finalists: Boston Bruins, Nine Network Australia, Toronto Blue Jays and National Hockey League (winner)