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Mosaic's Media Kit for Nonprofit Association Wins a Gold FAXIE Award, Cable Industry's Most Innovative Tchotchkey

PEORIA, IL, September 19, 2007— A baseball-themed media kit produced by Mosaic Marketing netted a gold FAXIE from *CableFAX Magazine*. Beating out the often lavish promotions for cable television shows, the award-winning media kit resulted in unprecedented publicity for the American Cable Association (ACA), Mosaic's longtime client. Mosaic's public relations and marketing strategy netted more than three million media impressions and record-breaking attendance for the ACA's Annual Summit held in Washington D.C. on April 8, 2007

"ACA could have sent a ball and cap and called it an inning. Instead, it legged out a single by also including peanuts, Cracker Jacks, popcorn, a bat, jersey customized with your reporter's name on the back. This certainly drove home ACA's message," stated Seth Arenstein, editorial director of Access Intelligence's cable group

Working with the ACA since 2004, Mosaic Marketing's innovative, results-driven initiatives have increased ACA's Summit attendance figures from 82 attendees to 300.

"We're thrilled that our strategic creativity achieved ACA's goals. It's icing on the cake to have earned this coveted industry award," shared Melissa A. Hicks, Mosaic Marketing's founder and president.

About Mosaic Marketing

Mosaic Marketing is a full-service marketing and consulting firm serving nonprofit and corporate organizations throughout the U.S. Mosaic furthers the success of its clients by integrating various marketing disciplines including business development, advertising, public relations, branding, direct marketing, communications, graphic and Web design. A proven reputation for results has fueled Mosaic's steady growth. For more information, visit <http://www.mosaicmarketing.com/>