



**Sigma Group Wins Five Creative Awards for Panasonic Toughbook®  
Honors include ADDY & ProComm Awards**

[ORADELL, NJ] – [April 16, 2008] – Sigma Group, the award-winning full service advertising agency, today announced five creative awards won in the past two months in both the NYC District 2 ADDY Awards and the Business Marketing Association's ProComm Awards. All five awards were for work on Panasonic Toughbook laptops.

Sigma won four regional Silver ADDYs —the awards given by the American Advertising Federation— among 825 entries from 190 ad agencies in the NYC Metro area.

Three Sales Promotion ADDYs were awarded for their "Legally" campaign posters, "Melt," "Seal Team Six" and "Witness Stand." The campaign concept makes wit of true Toughbook laptop claims that are so amazing, the brand appears shy to tout them. A fourth ADDY went to all three posters in the Sales Promotion Campaign category.

The "Melt" poster also won the Award of Excellence in the poster category of the Business Marketing Association's ProComm contest, the annual awards focused on high standards in Business-to-Business marketing.

The "Legally" ads are part of a fully integrated national campaign that includes broadcast, interactive, outdoor, print, and online.

"We're glad to have our work rise to the top in one of the world's toughest ad markets. It shows the campaign is as tough and durable as the laptops themselves," said Tony Pucca, Sigma's Creative Director. Pucca authored the campaign, while Associate Creative Director Nikolai Nikolov, Art Director Heather Canova, and Senior Copywriter Chris Newkirk brought additional executions to life.

Founded in 1987, Sigma Group is a full service advertising agency specializing in carrying brands across an array of media platforms. Clients include established brands such as Panasonic, MasterCard, PoggenPohl, Hunter Douglas and others. Details are available at [www.sigmagroup.com](http://www.sigmagroup.com).