



April 26, 2013

Designosaur Graphics
Alan De Leon

Dear Alan:

APG was recognized for creative excellence in advertising and promotions at the Fresno Advertising Federation's nationally acclaimed ADDY Awards program (American Advertising Federation) held March 22. Thirteen APG entries received the coveted gold-medal award in this prestigious Central California competition; one won a silver medal. Marketing and advertising professionals outside of the Fresno market judged the entries for creativity, originality and creative strategy.

APG would like to thank you, our inspiring partner, for your creative excellence in many of these promotional projects. To be presented with so many awards and across so many marketing platforms is a tribute to our talented team and our creative marketing partners.

American Pistachio Growers awarded work includes:

GOLD MEDAL AWARDS

- The "Power of Pistachios" Integrated Campaign - APG's gold medal campaign integrates the various promotional mediums to communicate our powerful message including the "Power of Pistachios" ad campaign, the APG sample pack, tradeshow booth and USA Water Polo and Miss California autographs. Many of these also won individual awards.
- American Pistachio Character
- The "Power of Pistachios" Logo
- The "Power of Pistachios" Ad Campaign
- APG Miss California Billboard
- APG USA Water Polo Mouse Pad
- American Pistachio Mascot Doll
- APG Tradeshow Exhibit
- The "Power of Pistachios" Sample Pack
- APG Media Kit
- The Love Nut
- AmericanPistachios.org Website
- "Green. It's the New Gold." Advertisement

SILVER MEDAL AWARD

APG Official Sponsor Miss California Logo

The ADDY Awards competition is the advertising industry's largest and most representative competition for creative excellence in the United States. This three- tiered national competition, the largest in the US, attracts over 40,000 entries annually. Awarded APG work is now under consideration at the next level of competition. Thank you – without you we could not have done it!

Sincerely,
American Pistachio Growers