



GRAND WINNERS

BLUE BOOK

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The 2004/05 International MERCURY AWARDS

The sponsors of the prestigious **ARC Awards**, **ASTRID Awards**, **QUESTAR Awards**, **iNOVA Awards** and **GALAXY Awards** are proud to announce the winners of the **MERCURY 2004/05 Awards**, honoring outstanding achievement in public relations.

Founded in 1987, the **MERCURY Awards** Competition is the most prestigious competition to recognize outstanding achievement in professional communications. The contest is designed to honor innovation, skill and knowledge. The **MERCURY Award** symbolizes the spirit of agility, and success of the message communicated.

The **MERCURY Award** program drew over 800 entries from 14 countries including: Austria, Canada, Denmark, France, Germany, Hong Kong, Italy, Japan, Korea, Malaysia, New Zealand, People's Republic of China, Russia, Switzerland, the United Kingdom, and the United States.

Forty-three distinguished public relations, marketing, and advertising agencies, as well as corporate communications departments and public affairs offices participated in the judging involving over 100 professionals. The Grand Awards were selected from the top scoring Gold Winners.

The Grand Winners were announced on March 11th, 2005.

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www.mercommawards.com

∞ WRITING ∞

THE CURTIS GROUP
for
BEAUMONT HOSPITAL

One Out of Every Two Women

NOMINATING COMPANY:

Paige Curtis
Owner/Creative Director
THE CURTIS GROUP
685 Hillcrest Drive
Bloomfield Hills, MI 48304
Tel: (248)644-7016/Fax: (248)644-7409
Email: paigecurtis@hotmail.com

CLIENT COMPANY

Michael Killian
Director of Marketing & Public Relations
BEAUMONT HOSPITAL
3601 W. 13 Mile Road
Royal Oak, MI 49073
Tel: (248)551-0672/Fax: (248)551-8446

DESIGN
(Bound Publications)

CORPS. CORPORATE PUBLISHING SERVICES GMBH
for
AUDI AG
(Germany)

Audi Magazine

NOMINATING COMPANY:

Wilfried Lüelsdorf
Editor in Chief

CORPS. CORPORATE PUBLISHING SERVICES GMBH

Breite Straße 69
40213 Düsseldorf
GERMANY

Tel: 49(211)887-3163/Fax: 49(211)887-3161

Email: wilfried.luelsdorf@corps-verlag.de

Producer/Director: Thomas Claben

CLIENT COMPANY:

Ulrich Schwarze
Managing Editor

AUDI AG, INTERNATIONAL CUSTOMER & RETAIL MARKETING

1/VM-62
85045 Ingolstadt
GERMANY

Tel: 49(841)893-6052/Fax: 49(841)893-9919

Email: ulrich.schwarze@audi.de

ART DIRECTOR:

Christoph Esser & Daniela Goldman

SEQUOIA MEDIA
Schanzenstraße 21

51063 Koeln GERMANY

Tel: 49(221)977709-0/Fax: 49(221)977729

www.sequoia-media.de

ADVERTISING PRODUCER:

Daniel Jaeger
HORST DECKER MEDIASERVICE GMBH
Hanauer Str. 58
80993 Muenchen GERMANY
Tel: 49(89)155051/Fax: 49(89)154488
daniel.jaeger@decker-services.de
www.decker-services.de

ILLUSTRATOR:
JOSEKDESIGN

Lichstr. 43/Halle D
50825 Koeln GERMANY
Tel: 49(221)285849-0/Fax: 49(221)285849-26
Info@josekdesign.de
www.josekdesign.de

PRINT/PRODUCTION MANAGER:

Walter Bauer
DRUCKEREI J. FINK
Zeppelinstr. 29-32
73760 Ostfildern GERMANY
Tel: 49(711)4506-204/Fax: 49(711)4506-236
w.bauer@fink.de
www.jfink.de

∞ DESIGN ∞
(Various Formats)

WEBER SHANDWICK SOUTHWEST

Holiday Card 2003

NOMINATING COMPANY:

Laura Oliver

Executive Assistant

WEBER SHANDWICK SOUTHWEST

6555 Sierra Drive

Irving, TX 75039

Tel: (972)830-2751/Fax: (972)443-5342

Email: loliver@webershandwick.com

www.webershandick.com

❧ ADVERTISEMENTS ❧
(Print)

YOUNG & RUBICAM
for
ACCENTURE

Execution

NOMINATING COMPANY:

Fred Leone

A/E

YOUNG & RUBICAM

285 Madison Avenue

New York, NY 10017

Tel: (212)210-3153/Fax: (212)880-7508

Email: fred_leon@nyc.yr.com

www.yr.com

CLIENT COMPANY:

Dan O'Brien

Director of Global Advertising

ACCENTURE

161 N. Clark Str., 43rd Flr.

Chicago, IL 60601

Tel: (312)693-0161/Fax: (312)652-7826

www.accenture.com

ADVERTISEMENTS
(Radio)

SPIKE DDB
for
ALLTEL COMMUNICATIONS INC.

Amnesia

NOMINATING COMPANY:

Ellen Gutierrez
Account Director
SPIKE DDB
437 Madison Avenue
New York, NY 10022
Tel: (212)415-3110/Fax: (212)415-3101
Email: ellen@spikeddb.com

CLIENT COMPANY:

Paul Sage
Dir., Marketing Communications
ALLTEL COMMUNICATIONS INC.
One Allied Drive
Little Rock, AR 72202
Tel: (501)905-8000/Fax: (501)905-7580
Email: paul.sage@alltel.com

ADVERTISEMENTS

(TV)

R&R PARTNERS
for
LAS VEGAS CONVENTION & VISITORS AUTHORITY

“What Happens Here, Stays Here” – Part 2

NOMINATING COMPANY:

Lisa Jacob
PR Specialist
R&R PARTNERS
900 S. Pavillion Center Drive
Las Vegas, NV 89144
Tel: (702)318-4221/Fax: (702)939-4221
Email: ljacob@rrpartners.com

CLIENT COMPANY:

Terry Jicinsky
Senior VP of Marketing
LAS VEGAS CONVENTION & VISITORS AUTHORITY
3150 Paradise Road.
Las Vegas, NV 89109
Tel: (702)892-0711
www.vegasfreedom/LVCVA.com

 ANNUAL REPORTS
(*Hong Kong*)

THE HONG KONG JOCKEY CLUB

Annual Report 2004

NOMINATING COMPANY:

June Teng

Head of Public Affairs

THE HONG KONG JOCKEY CLUB

One Sports Road, Happy Valley

HONG KONG

Tel: 852 2966-8977/Fax: 852 2966-7097

Email: juneteng@hkjc.org.hk

❧ ANNUAL REPORTS ❧ (*International*)

85FOUR *for* **WELLINGTON UNDERWRITING PLC** (*United Kingdom*)

Annual Report 2003

NOMINATING COMPANY:

Adrianne LeMan

Chairman

85FOUR

85 Clerkenwell Road

London, EC1R 5AR

UNITED KINGDOM

Tel: 44(207)400-4700 Fax: 44(207)242-3848

Email: sophie.gray@85four.com

www.85four.com

Art Director/Designer: Kevin Bruce

CLIENT COMPANY:

Louis Tucker

Corporate Communications

WELLINGTON UNDERWRITING PLC

88 Leadenhall Street

London, EC3A 3BA

UNITED KINGDOM

Tel: 44(207)337-2000/Fax: 44(207)337-2001

Email: louis.tucker@wellington.co.uk

PHOTOGRAPHER

Bob Wheeler

41-45 Herne Hill Road

London, SE24 OAX UK

❧ ANNUAL REPORTS ❧ (USA)

BROWN-FORMAN CORPORATION

2004 Annual Report

NOMINATING COMPANY:

Linda A. Gering
Stockholder Services Manager
BROWN-FORMAN CORPORATION
850 Dixie Highway
Louisville, KY 40210
Tel: (502)774-7690/Fax: (502)774-7876
Email: linda_gering@b-f.com
www.brown-forman.com

Print/Production Manager: Linda A. Gering
Public Relations Manager: Philip J. Lynch

ART DIRECTOR/DESIGNER:

Robert Falk
FALK HARRISON CREATIVE
1300 Baur Blvd.
St. Louis, MO 63132
Tel: (314)531-1410/Fax: (314)535-8640
Email: rfalk@harrisoncreative.com
www.falkharrison.com

ILLUSTRATOR:

Michael Schwab
MICHAEL SCHWAB STUDIO
108 Tamalpais Avenue
San Anselmo, CA 94960
Tel: (415)257-5792/Fax: (415)257-5793
Email: michael@michaelschwab.com
www.michaelschwab.com

PHOTOGRAPHER:

Scott Heplin
HEPLER PHOTOGRAPHY
415 Delaware Street
Kansas City, KS 64105
Tel: (816)421-4141/Fax: (816)221-2110
Email: scott@truebasic.com
www.heplerphoto.com

❧ BROCHURES ❧

CENTERPOINT DESIGN

for
SAMSUNG
(Korea)

MobileMode

NOMINATING COMPANY:

Jean Shin
Managing Director
CENTERPOINT DESIGN
1 W. 34th St., 11th Flr.
New York, NY 10001
Tel: (212)904-1620/Fax: (212)904-1598
Email: jshin@centerpointdesign.com
www.centerpointdesign.com

Art Director: Shanley Jue
Designer: Natasha Samoylenko
Producer/Director/Print/Production Mgr: Jean Shin

CLIENT COMPANY:

Heekyung Kang
Manager
SAMSUNG
250 Taepyung-Ro 2-Ka
Seoul
SOUTH KOREA
Tel: 82(027)512 500/Fax: 82(027)512 835

Marketing Director: Jang-Won Lee

PHOTOGRAPHER 1:

Ross Whitaker
ROSS WHITAKER STUDIO

PHOTOGRAPHER 2:

Ryann Cooley
RYANN COOLEY STUDIO

❧ CD ROMS ❧

ESPN X GAMES

X Games 10th Anniversary Press Kit

NOMINATING COMPANY:

Melissa Gullotti
Director, Media Services
ESPN X GAMES
935 Middle Street
Bristol, CT 06010
Tel: (860)766-7216/Fax: (860)766-7167
Email: melissa.c.gullotti@espn.com
www.espn.com

∞ EMPLOYEE PUBLICATIONS ∞

**EAST BAY MUNICIPAL UTILITY DISTRICT &
ARCHER DESIGN, INC.**

for

EAST BAY MUNICIPAL UTILITY DISTRICT

EBMUD Waterline: Edition One 2004-Life After 5

NOMINATING COMPANY:

Andrea Pook

Public Information Representative

EAST BAY MUNICIPAL UTILITY DISTRICT

PO Box 24055, MS #802

Oakland, CA 94623

Tel: (510)287-0145/Fax: (510)287-0149

Email: apook@ebmud.com

Editor: Andrea Pook

DESIGNER:

Kelly Archer

ARCHER DESIGN, INC.

466 8th Street

San Francisco, CA 94103

Tel: (415)777-5788/Fax: (415)777-5787

Email: kelly@archerdesign.com

www.archerdesign.com

❧ FEATURE ARTICLES ❧

NORTHEASTERN UNIVERSITY MAGAZINE

“The Warden”

NOMINATING COMPANY:

Susan Piland

Executive Director

NORTHEASTERN UNIVERSITY MAGAZINE

716 Columbus Ave., Ste. 598

Boston, MA 02120

Tel: (617)373-5724/Fax: (617)373-5430

Email: s.piland@neu.edu

Art Director: Eson Chan

Editor: Susan Piland

Writer/Copywriter: Karen Feldscher

∞ MAGAZINES ∞

CAROL LEIGH DESIGN
for
EXXONMOBIL CORPORATION

Compass Magazine

NOMINATING COMPANY:

Carol Leigh
CAROL LEIGH DESIGN
9703 Cinnamon Creek Drive
Vienna, VA 22182
Tel: (703)759-5306
Email: cjleight@cox.net

CLIENT COMPANY:

Susan Kume
Marketing Trade Advisor
EXXONMOBIL CORPORATION
3225 Gallows Rd., 8C 1520
Fairfax, VA 22037
Tel: (703)846-2153/Fax: (703)846-4026
Email: susan.c.kume@exxonmobil.com

EDITOR:

James Randall
365 Washington Ave.
Brooklyn, NY 11238
Tel: (718)783-4394/Fax: (718)783-4347
Email: randallja@aol.com

❧ MEDIA/PRESS KITS ❧

CKPR
for
SSD COMPANY LIMITED
(Japan)

Introducing a New Reality in Consumer Electronics

NOMINATING COMPANY:

Dan Pooley
SVP
CKPR
225 N. Michigan Ave., Ste. 2500
Chicago, IL 60601
Tel: (312)616-2474/Fax: (312)233-8474
Email: dpooley@ckpr.biz
www.ckpr.biz

CLIENT COMPANY:

Teryud Ida
Director, Business Development
SSD COMPANY LIMITED
3-3-4 Higashiyagura
Kusatsu, Shiga 525-0054
JAPAN
Tel: 81 77 565-6050/Fax: 81 77 565-7866
Email: ida@shinsedai.jp
www.xarix.com

❧ NEWSLETTERS ❧

BERTZ DESIGN GROUP

for
ING

The Edge Newsletter – Summer 2004

NOMINATING COMPANY:

Anne Goderre

Coordinator

BERTZ DESIGN GROUP

190 Washington Street

Middletown, CT 06457

Tel: (860)347-4332/Fax: (860)347-1008

Email: max@bertzdesign.com

Art Director: Andrew Wessels

Designers: Jeff Solak, Andrew Wessels, Mark Terranova

CLIENT COMPANY:

Mark Robinson

Director-Internal Communications

ING

Tower Bldg., TNA1; 151 Farmington Ave.

Hartford, CT 06156

Tel: (860)723-2258/Fax: (860)723-5272

Email: mark.robinson@us.ing.com

ILLUSTRATOR:

Greg Paprocki

2535 Country Club Ave.

Omaha, NE 68104

Tel: (402)932-0722

PRINT/PRODUCTION MANAGER:

Charlie Bryant

ALLIED PRINTING SERVICES, INC.

1 Allied Way

Manchester, CT 06040

Tel: (860)643-1101/Fax: (860)643-9723

Email: charlie.bryant@alliedprinting.com

❧ OTHER/MISC. ❧

BERTZ DESIGN GROUP
for
BAUSCH & LOMB

Perfecting Vision, Enhancing Life for 150 years

NOMINATING COMPANY:

Anne Goderre
Corrdinator

BERTZ DESIGN GROUP

190 Washington Street
Middletown, CT 06457
Tel: (860)347-4332/Fax: (860)347-1008
Email: max@bertzdesign.com

Art Director: Ted Bertz
Designer: Andrew Wessels

CLIENT COMPANY:

Dan Ritz
Director, Investor Relations
BAUSCH & LOMB
One Bausch & Lomb Place
Rochester, NY 14604-8551
Tel: (585)338-6000/Fax: (585)338-2701
Email: daniel_l_ritz@bausch.com

Writer: Dan Ritz

PRINT/PRODUCTION MANAGER:

Nick Fischer
QUEBECOR WORLD-ACME PRINTING CO., INC..
30 Industrial Way
Wilmington, MA 01887
Tel: (212)583-6610/Fax: (212)583-6648
Email: nickfischer@optonline.com

PHOTOGRAPHER:

Jody Dole
5 Gilbert Hill Road
Chester, CT 06412
Tel: (860)562-8602/Fax: (860)526-8604

❧ VIDEOS ❧
(Under 4 Minutes)

THE WAR AMPS
(Canada)

Erica (The Winner's Circle Series)

NOMINATING COMPANY:

H. Clifford Chadderton
CEO

THE WAR AMPS
2827 Riverside Drive
Ottawa, ON K1V 0C4
CANADA

Tel: (613)731-3821/Fax: (613)731-4682

Email: tamara.emery@waramps.ca

❧ **VIDEOS** ❧
(Over 4 Minutes)

TWIN PRODUCTIONS AG
for
GRAND HOTEL BELLEVUE
(Switzerland)

The Movie

NOMINATING COMPANY:

Urs Frey
TWIN PRODUCTIONS AG
Zentralstrasse 115
Biel 2501
SWITZERLAND
Tel: 41(323)666-060/Fax: 41(326)336-070
Email: frey@twin.ch

CLIENT COMPANY:

Thomas Straumann
Owner
GRAND HOTEL BELLEVUE
Hauptstrasse
Gstaad, 3780
SWITZERLAND
Tel: 41(337)480-000/Fax: 41(337)480-001
www.info@bellevue-gstaad.ch

❧ WEBSITES ❧

DAVID DAY + ASSOCIATES
for
BLUESTONE DEVELOPMENT

SoMa Website

NOMINATING COMPANY:

Tekeda Kopplih
Production Director

DAVID DAY + ASSOCIATES

1207 S. 75th Street
Omaha, NE 68124

Tel: (402)398-1108/Fax: (402)398-1492

Email: tkopplih@dday.com

www.dday.com

CLIENT COMPANY:

Christian Christensen

BLUESTONE DEVELOPMENT

11422 Miracle Hills Dr., Ste. 400
Omaha, NE 68154

Tel: (402)895-7662/Fax: (401)997-7503

∞ PROMOTION/MARKETING ∞

FLAIR COMMUNICATIONS AGENCY, INC. *for* **DAIRY MANAGEMENT INC. & MILKPEP**

Milk Marketing Kit 2004

NOMINATING COMPANY:

Allyn Miller
President

FLAIR COMMUNICATIONS AGENCY, INC.

214 W. Erie Street
Chicago, IL 60610
Tel: (312)943-5959/Fax: (312)943-0881
Email: amiller@flairpromo.com

Art Director: Don Williams
Designer: Matt Holzman
Marketing Executive: Susan Johnson
Print/Production Manager: August Coriella
Public Relations Manager: Debbie Wilkie

CLIENT COMPANY

Tom Jenkinson
Executive V.P. Trade Relations
DAIRY MANAGEMENT INC. & MILKPEP
10255 W. Higgins Road
Rosemont, IL 60018
Tel: (303)451-7721

ILLUSTRATOR:

Ginger Kubic
1628 W. Ohio Street
Chicago, IL 60622
Tel: (312)421-7876
Email: gingerK@ameritech.net

PHOTOGRAPHER:

Jim Armetta
ALTER IMAGE
15 South Aberdeen
Chicago, IL 60607
Tel: (312)829-0001
Email: jarmetta@aichicago.com

❧ PUBLICITY ❧

PORTER NOVELLI
for
MGM CONSUMER PRODUCTS

Pink Panther's 40th Birthday

NOMINATING COMPANY:

Ilysha Adelstein, Max Martens, Corie Jackson, Wendy Watson

PORTER NOVELLI

10960 Wilshire Blvd., #1750

Los Angeles, CA 90024

Tel: (310)444-7000/Fax: (310)444-7004

Email: ilshya.adelstein@porternovelli.com

www.porternovelli.com

CLIENT COMPANY:

Trish Halamandaris, A.J. Rhodes

MGM CONSUMER PRODUCTS

2500 Broadway

Santa Monica, CA 90404

Tel: (310)449-3000/Fax: (310)586-8109

Email: thalamandaris@mgm.com

www.pinkpanther.com

❧ PUBLICITY ❧
(With Video)

MWW GROUP
for
BALLY TOTAL FITNESS

“Every Body Needs Something”

NOMINATING COMPANY:

Michael Kempner
President/CEO

MWW GROUP

One Meadowlands Plaza
E. Rutherford, NJ 07073
Tel: (201)507-9500/Fax: (201)5070092
Email: mkempner@mww.com

CLIENT COMPANY:

Jon Harris
VP, Media Development & Communications
BALLY TOTAL FITNESS
8700 West Bryn Mawr Ave.
Chicago, IL 60631
Tel: (773)399-7668/Fax: (773)399-0476

∞ CAMPAIGNS ∞
(Print Materials)

HUNTER PUBLIC RELATIONS
for
3M

***“Sticking Up” For Breast Cancer Research:
The World’s Largest Pink Ribbon***

NOMINATING COMPANY:

Jason Winocour
Senior Vice President
HUNTER PUBLIC RELATIONS
41 Madison Ave., 5th Flr.
New York, NY 10010
Tel: (212)679-6600/Fax: (212)679-6607
Email: jwinocour@hunterpr.com

CLIENT COMPANY:

Helen Wagner
Manager, Public Relations
3M
3M Center Bldg., 225-1S-15
St. Paul. MN 55144
Tel: (651)733-4859/Fax: (651)737-0661

❧ **CAMPAIGNS** ❧
(With Video)

BURSON-MARSTELLER
for
COCA-COLA

Coca-Cola Unexpected Summer

NOMINATING COMPANY:

Alyssa Garnick
Director, Brand Marketing
BURSON-MARSTELLER
230 Park Avenue South
New York, NY 10003
Tel: (212)614-4615/Fax: (212)598-6946
Email: alyssa_garnick@nyc.bm.com
www.bm.com

CLIENT COMPANY:

Doug Rollins
Brand Manager
COCA-COLA
One Coca-Cola Plaza
Atlanta, GA 30313
Tel: (404)676-0615/Fax: (404)598-0615
Email: drollins@na.ko.com
www.coca-cola.com

❧ JUDGES' CHOICE AWARD ❧

THE CURTIS GROUP
for
BEAUMONT HOSPITAL

One Out of Every Two Women

NOMINATING COMPANY:

Paige Curtis
Owner/Creative Director
THE CURTIS GROUP
685 Hillcrest Drive
Bloomfield Hills, MI 48304
Tel: (248)644-7016/Fax: (248)644-7409
Email: paigecurtis@hotmail.com

CLIENT COMPANY

Michael Killian
Director of Marketing & Public Relations
BEAUMONT HOSPITAL
3601 W. 13 Mile Road
Royal Oak, MI 49073
Tel: (248)551-0672/Fax: (248)551-8446

❧ DIAMOND ACHIEVEMENT AWARD ❧

MCMURRY

Greatest Number of Total Wins

❧ 2 Gold Awards ❧

Vim & Vigor FA04 – *Magazines:Hospital*
The Ritz Carlton – Natural Wonders FA04 – *Feature Article Writing:Byline Article*

❧ 2 Silver Awards ❧

Baylor Health 9/04 – *Magazines:Hospital*
“Small Wonders” Vim & Vigor WI04 – *Feature Article Writing:Wellness*

❧ 3 Bronze Awards ❧

The Ritz Carlton magazine FA04 – *Desgn:Magazine – Special Audience*
Resort Living FA04 – *Magazines:Special Audience*
“Tis the Season” About Health FA04 – *Feature Article Writing:Wellness*

❧ 2 Honors Awards ❧

OSU Medical Center “Health Connection” Fall 2004 – *Magazines:Hospital*
Resort Living A Grand Tour FA04 – *Feature Article Writing:Byline Article*



❧ PLATINUM ACHIEVEMENT ❧ AWARD

THE DESIGN ASSOCIATES

*The Greatest Percentage of Wins
on Behalf of Their Clients*

❧ 3 Gold Awards ❧

WATER SUPPLIES DEPARTMENT
KOWLOON-CANTON RAILWAY CORPORATION
HANG LUNG PROPERTIES LIMITED

❧ 2 Silver Awards ❧

THE HONG KONG JOCKEY CLUB
HONG KONG HOUSING SOCIETY

❧ 2 Bronze Awards ❧

I-CABLE COMMUNICATIONS LIMITED
JOYCE BOUTIQUE HOLDING LIMITED

❧ 3 Honors Awards ❧

LENOVO GROUP LIMITED
ELECTRICAL AND MECHANICAL SERVICES
THE HONG KONG JOCKEY CLUB



* *Company must have submitted 18 or more entries.*

❧ BEST OF SHOW ❧

CORPS. CORPORATE PUBLISHING SERVICES GMBH
for
AUDI AG
(Germany)

Audi Magazine

NOMINATING COMPANY:

Wilfried Lüelsdorf
Editor in Chief

CORPS. CORPORATE PUBLISHING SERVICES GMBH
Breite Straße 69
40213 Düsseldorf
GERMANY

Tel: 49(211)887-3163/Fax: 49(211)887-3161
Email: wilfried.luelsdorf@corps-verlag.de

Producer/Director: Thomas Claben

CLIENT COMPANY:

Ulrich Schwarze
Managing Editor

AUDI AG, INTERNATIONAL CUSTOMER & RETAIL MARKETING
1/VM-62
85045 Ingolstadt
GERMANY

Tel: 49(841)893-6052/Fax: 49(841)893-9919
Email: ulrich.schwarze@audi.de

ART DIRECTOR:

Christoph Esser & Daniela Goldman

SEQUOIA MEDIA
Schanzenstraße 21
51063 Koeln GERMANY
Tel: 49(221)977709-0/Fax: 49(221)977729
www.sequoia-media.de

ADVERTISING PRODUCER:

Daniel Jaeger
HORST DECKER MEDIASERVICE GMBH
Hanauer Str. 58
80993 Muenchen GERMANY
Tel: 49(89)155051/Fax: 49(89)154488
daniel.jaeger@decker-services.de
www.decker-services.de

ILLUSTRATOR:

JOSEKDESIGN
Lichstr. 43/Halle D
50825 Koeln GERMANY
Tel: 49(221)285849-0/Fax: 49(221)285849-26
Info@josekdesign.de
www.josekdesign.de

PRINT/PRODUCTION MANAGER:

Walter Bauer
DRUCKEREI J. FINK
Zeppelinstr. 29-32
73760 Ostfildern GERMANY
Tel: 49(711)4506-204/Fax: 49(711)4506-236
w.bauer@fink.de
www.jfink.de