

**SNELL & WILMER HONORED FOR CREATIVE EXCELLENCE
BY ASSOCIATION OF MARKETING AND COMMUNICATION PROFESSIONALS**

Firm recognized for advertising and branding campaigns in two international competitions

PHOENIX (November 17, 2014) – Snell & Wilmer is pleased to announce that it has received multiple top honors from the Association of Marketing and Communication Professionals (AMCP) in two prestigious 2014 international competitions: the Hermes Creative Awards and MarCom Awards. The firm’s advertising campaign, “Understanding what makes you unique™,” was first presented with a Platinum Award in AMCP’s Hermes Awards competition earlier this year. Two additional Platinum awards were garnered in the recent AMCP’s MarCom Awards competition in the advertising and branding refresh categories, and a Gold Award was earned in the event invitation design category.

AMCP’s Platinum Award, the highest honor given in these competitions, recognizes entries judged to be among the most outstanding. It honors recipients for their excellence in quality, creativity and resourcefulness. The Gold Award recognizes entries judged to exceed the high standards of the industry norm. Other 2014 Platinum Award winners in the recent MarCom Awards competition include such prominent brands as AIG, Booz Allen Hamilton, Chevron, Cisco, Domino’s Pizza, ESPN, FedEx, Harley-Davidson, Hilton Worldwide, Mercedes-Benz, Microsoft, Nationwide Insurance, The Coca-Cola Company and The Dow Chemical Company.

About the AMCP MarCom Awards and Hermes Creative Awards Competitions

AMCP administers and judges several well-known and highly respected international competitions for marketing and communication excellence, including the MarCom Awards and the Hermes Awards programs.

MarCom Awards is an international creative competition that recognizes outstanding achievement in marketing and communication. Perhaps the largest international competition of its kind, more than 6,500 entries were received this year from 17 countries. Submissions flow from corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies and freelancers. Judges are industry professionals who seek to recognize companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. The winners of the 2014 MarCom Awards were selected from more than 200 categories across varied media and communication efforts, including marketing, publications, promotion, public service/pro bono, creativity and electronic/interactive.

Also an international competition, the Hermes Awards program targets creative professionals involved in the concept, writing and design of traditional materials and programs, as well as emerging technologies. Winners were selected across 195 categories from more than 5,500 U.S. and international entries.

About Snell & Wilmer

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Phoenix and Tucson, Arizona; Los Angeles and Orange County, California; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit www.swlaw.com.