

603 Stewart Street
Suite 915
Seattle, WA 98101

T 206.691.3124
F 206.691.3495
www.jonesadvertising.com



Contact: David Edgerton
Company Name: Jones Advertising
Phone: 206-691-3124
Fax: 206-691-3495
E-mail: david@jonesadvertising.com
Web: www.jonesadvertising.com

JONES ADVERTISING TAKES HOME PSRBA BEST OF SHOW

Seattle, WA — April 22, 2004 – Jones Advertising was awarded Best Image and Best of Show at the Puget Sound Radio Broadcasters Association 19th annual Soundie Awards event on April 21, 2004. The two Soundies are for Dairy Farmers of Washington radio advertisements, written and produced by Jones Advertising.

“To win Best of Show in this arena is a great honor,” said Mark Jones, the agency’s president and creative director. “I’ve always admired radio as a creative, flexible and effective media. With relatively small budgets, you can capture listeners’ attention and paint any kind of picture in their minds. There are really no limits.”

The Soundie Awards recognize the best Seattle-Tacoma-area radio creative with awards in 18 categories, ranging from Best Image to Best Live Segment. Judging is conducted by top national creative and production professionals.

“The creativity of the commercials helped us to clearly communicate our message of ‘Healthy Moms, Healthy Kids,’ and the importance of mothers as role models,” said Debra French, marketing director for Dairy Farmers of Washington.

These new Soundie Awards continue Jones Advertising’s winning streak—the agency has captured three Soundies in two years. Last year the agency earned the top award for Best Use of Music for its Mattress Gallery radio advertisement. Jones Advertising has been honored with a number of other industry awards as well, including Clio, Telly, NY Festivals, Seattle Show and Mobius International.

Jones Advertising specializes in broadcast and print advertising. A partial list of client experience includes Dairy Farmers of Washington, The Bon Marché, Sleep Country USA, Mattress Gallery, Washington State Lottery, VoiceStream, Tree Top, Starbucks and Eagle Hardware & Garden.

More information about Jones Advertising can be found at:
www.jonesadvertising.com

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