

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 TUNES INTO AWARD-WINNING SPOT

Seattle, WA - 4/20/2003 --- Last night, Jones Advertising received a "Soundie" award for their tuneful Mattress Gallery radio commercial "Jazz Singer" from the Puget Sound Radio Broadcasters Association (PSRBA).

Jones Advertising's Soundie for "Jazz Singer" joins an impressive list of radio awards won by their team, including Mobius, Soundie and Clio awards as well as the New York Festival's best comedy campaign award. They have also won multiple awards for their print and television work.

Conceived by Creative Director Mark Jones, with lyrics by David Edgerton, "Jazz Singer" was composed by Emmy-winning musician Glenn Lorbecki, and features vocalist Korla Wygel. The spot tells the musical story of a woman who has everything she needs for a good night's sleep except the right mattress as told in the lyrics, "the mattress sags where you used to be, but don't worry your head about me, I'm on my way to the Mattress Gallery." The award-winning music can also be heard with other award-winning spots on the Jones Advertising web site (www.jonesadvertising.com).

Seattle-based Jones Advertising employs BrandAction—its proven advertising system that combines impactful brand concepts with compelling selling techniques. Client experience includes: VoiceStream, Eagle Hardware, PetsMart, The Bon Marché, Mattress Gallery, The Dairy Farmers of Washington, Rescue Pest Control and Washington Lottery. For more information, contact David Edgerton, 206-691-3124 or visit www.jonesadvertising.com

###

