

MEDIA ADVISORY

18th Annual Marketing Award for Excellence

Call for Entries

WHAT: The 18th annual Marketing Award for Excellence (MAX Awards) will recognize and honor innovation in marketing. The MAX Awards are presented by Georgia State University's J. Mack Robinson College of Business Department of Marketing and *Atlanta Business Chronicle*.

Additionally, this year's MAX Awards will honor the best innovation from the past decade. Former MAX Award winners are nominated automatically, and the winner will be selected on degree of innovation, long-term success and impact within the industry.

GSU's Marketing RoundTable, comprised of senior marketing executives from top Atlanta companies, will serve as judges for the awards.

WHO: To be eligible for entry, nominations must be for innovative new products, new services or new ways to market that have been developed and/or launched by Georgia-based companies or divisions during 2009.

HOW: Entry forms may be obtained the following ways:

- Visit www.maxawards.com to download an entry form
- Call (404) 413-7690 to request an entry form
- E-mail maxawards@gsu.edu to request an entry form

IMPORTANT

DATES: All entries must be submitted by Thursday, Dec. 10, 2009, or by the late deadline of Thursday, Dec. 17, 2009. Winners will be announced during the 18th Annual MAX Awards breakfast event on Friday, Feb. 26, 2010 at the Georgia Aquarium.

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