

News Release

For Release: May 19, 2008

Original Impressions Awarded Gold and Silver 2008 Xposed Awards *Top Distinctions Presented By American Institute of Graphic Arts (AIGA) Miami Chapter*

Miami, Fla., – Original Impressions, LLC, a full service marketing communications company, today announced it has been awarded Gold and Silver *2008 Xposed Awards* for excellence in Creative and Graphics Design. The selections were chosen by a panel of three judges, each representing diverse practices from a different part of the country, who voted anonymously. Each judge based their assessments on their own personal criteria for excellence in design. The prestigious awards were presented at the AIGA Miami Chapter's *Xposed Awards* ceremony at Miami's Freedom Tower, held on Thursday, May 15, 2008.

"We are both pleased and honored that our Creative team is recognized for pioneering excellence in the area of Creative and Graphic Arts by nationally renowned artists and our peers," said Roland B. Garcia, Jr., president, Original Impressions. "These awards celebrate creative excellence and are testament to the fact that our highly seasoned and talented team of Creative and Graphics Designers has been able to reach the target audience of each of the pieces, strengthen the brands' overall appeal and connect with Miami's design influencers."

The Xposed 2008 exhibition is a biennial juried showcase of graphic design sponsored by the Miami Chapter of the AIGA (www.miami.aiga.org). Xposed 2008's presentation of selected works showcases the best design work happening throughout Miami. With more than 220 entries from graphic design and creative firms in Miami, Original Impressions had two winning submissions, including:

Original Impressions

Title of Piece: 20th Reunion

Category: Brochure

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Title of Piece: ecoPartner

Category: Logo

Original Impressions unveiled its new ecoPartner logo as part of its Earth Day celebrations this past April. The logo was created to brand the Company's Corporate Social Responsibility activities, including its Triple Certification from three internationally recognized certification programs: the [Forest Stewardship Council \(FSC\)](#), the [Sustainable Forestry Initiative® \(SFI\)](#) program and the [Programme for the Endorsement of Forest Certification \(PEFC\)](#). Original Impressions can now purchase and print on FSC, SFI and PEFC certified papers and customers can select the certified logo of their choice for their marketing materials. The Certification makes Original Impressions the first full service Printing, Creative, Web, Fulfillment and Marketing Consulting company in Florida to receive Triple Certification.



ecopartner
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About Original Impressions:

Original Impressions, LLC (OI) is a full service marketing communications company specializing in Creative Design, Web Development, Printing, Mailing/Fulfillment and Marketing Consulting for clients across a broad spectrum of industries, including Banking, Beverages, Cosmetics, Cruise Lines, Fast Food, Healthcare, Hospitality and Pharmaceuticals. Original Impressions is one of the first triple certified Marketing Communications Partner in South Florida, authorized to purchase FSC, SFI and PEFC certified paper and print the certified logos. It is one of the "Top 100 Minority Businesses in South Florida" and one of the "Top 500 Hispanic Companies in the U.S." It is also a Certified Minority Supplier at the local, state and national levels. To learn more about Original Impressions, please visit the company's Web site at www.originalimpressions.com.

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