

FOR IMMEDIATE RELEASE
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AOR, Inc. Takes High Honors at Summit International Awards
Team Recognized as Top Innovator in Emerging Media Competition

(Denver, CO) AOR, Inc. received the Innovator Award in the Summit International Awards (SIA) Emerging Media Award (EMA) Competition for the interactive game created for high-tech client, Avnet Technology Solutions.

Avnet, a leading IT solutions distributor, partnered with AOR to generate excitement and drive technology partners to interact on the Solutions Path website. The Solutions Path Online Game was brought to life through the "Release Your Inner Genius" campaign. The game encouraged users to find and collect "Genius" points hidden within the site while learning about various complex IT solution packages in a clear and engaging way. Added reward incentives for high scores drove further participation.

"Partnering with a forward-thinking B-to-B company like Avnet that encourages innovative solutions gives us exciting opportunities to utilize new media," said AOR principal, Danyel Newcom. "The real reward for us came from the results, which boosted a remarkable 85% conversion rate."

The Summit EMA recognizes the contribution and leadership of agencies in the advertising industry. Approximately 600 other entries from numerous countries entered the competition with only 12 percent earning recognition. Judges acknowledged AOR as an innovator in emerging media and a leader in the evolution of communication.

"Winning a SIA Emerging Media Award is a great honor," said Jocelyn Luciano, Executive Director of SIA. "It provides validation of your work and functions as a respected industry-wide critique."

AOR Inc. is an integrated advertising, interactive and design with expertise is in B-to-B marketing and advertising across all media disciplines, from traditional to digital. AOR Inc. specializes in the high-tech and financial industries, and new product and company launches. AOR stands for Agency Off Record, reflecting the agency's nimble approach to problem solving in a changing B-to-B landscape. AOR Inc. is located at 1345 South Broadway and online at www.thinkaor.com. For more information, call (303) 871-9700.