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Southwire Company Takes Home 2010 MAX Grand Winner Award

Coca-Cola and Georgia-Pacific Receive Best Marketing Innovation of the Decade Awards

ATLANTA (Feb. 26, 2010) – Organizers of the 18th Annual Marketing Awards for Excellence (MAX Awards) today announced Southwire Company as the Grand Winner for its Proof Positive™ Copper with Trace ID Technology.

Presented by Georgia State University's Robinson College of Business Department of Marketing and the *Atlanta Business Chronicle*, the MAX Awards honor outstanding marketing innovations developed or launched by Georgia companies in 2009.

Southwire Company's Proof Positive Copper with Trace ID Technology is an identifiable, traceable and trackable wire, which helps fight against the nationwide rise in copper thefts.

Nourish Formula-ready Bottled Water and the Equifax Debt Wise programs were also named winners. Winners were selected by the Georgia State University Marketing RoundTable, which is comprised of senior marketing executives from many of Atlanta's top companies. Other finalists include:

- Aflac – Color Carl's Car for Pediatric Cancer Awareness
- Bentley's Popcorn / Steem Creative – Gourmet Popcorn
- Mother Nature Network – Environmental Web site
- Stone Mountain Park – Snow Mountain
- Zep – Biofilm Drain Purge

Additionally, the Coca-Cola Company's Fridge Pack and Georgia-Pacific's enMotion® Automated Touchless Towel Dispenser received the Best Marketing Innovation of the Decade Awards for degree of innovation and long-term success.

The space-saving Fridge Pack changed customer behavior, ultimately increasing sales of Coca-Cola's multipack. Georgia-Pacific's enMotion Automated Touchless Towel Dispenser engages with a wave of the hand, preventing cross-contamination. The product led the way for more hygienic washroom technology.

"We're proud to present this year's MAX Award winners, which represent the best marketing innovations of 2009 and the past decade," said Ken Bernhardt, Taylor E. Little Jr. Professor of Marketing and Special Assistant to the Dean of the J. Mack Robinson College of Business at Georgia State University. "In looking back at the impact of past MAX Award winners, we are confident that this year's MAX Award winners and finalists will also redefine their industry, and in some cases, everyday living."

Winners were presented MAX Awards at the annual awards breakfast held today at the Georgia Aquarium. Atlanta Mayor Kasim Reed served as the keynote speaker.

Also announced during the breakfast ceremony were this year's recipients of the 2010 GSU Marketing RoundTable Outstanding Minority Marketing Student Scholarship:

- Michaela Grinnell, BBA student, who will graduate summer 2010.

- Jeannette Torres, BBA student, who will graduate summer 2010.
- Schnell Manson, MBA student, who will graduate spring 2011.

About the MAX Awards

The annual Marketing Award for Excellence (MAX) recognizes the creative genius of marketers and marketing in Georgia. Sponsored by Georgia State University J. Mack Robinson College of Business Department of Marketing and *Atlanta Business Chronicle*, the MAX Awards program is considered the most prestigious marketing awards event in Georgia. The award honors the best in new products, services and marketing innovations. Nominations are open to Georgia-based companies or company divisions for products, services or marketing innovations developed in a designated calendar year. For information on how to participate in the 2010 - 2011 MAX Awards program, visit www.maxawards.com.

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