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PALM + HAVAS WINS GOLD AT 2010 RETAIL INNOVATION & MARKETING CONFERENCE

The Retail Advertising and Marketing Association (RAMA) and Shop.org announced the winners for this year's RACie Awards (Retail Award for Creativity innovation and excellence) during the Retail Innovation & Marketing Conference, March 3 at the Westin St. Francis in San Francisco.

PALM + HAVAS was awarded the highest honor, a Gold RACie Award, for their work on Potbelly Sandwich Works' Bigger-er Campaign. The local campaign encompassed innovative traditional and non-traditional advertising such as newspaper, outdoor, point-of-sale, in-store, coupons and collateral materials to get the message out about the sandwich shop's largest offering.

The specific category in which the agency was awarded:

- 1 GOLD Integrated Media Campaign Small 1-3Q: Potbelly's

The winners were selected by a panel of advertising executives in the retail industry.