



ADVERTISING, MARKETING AND PUBLIC RELATIONS

Press Release

For Immediate Release

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Knupp & Watson Wins Good Corporate Citizenship Award
The Only Madison Company to receive Statewide Award for Charitable Work

MADISON (WIS.), February 9, 2007 – Knupp & Watson, a Madison-based advertising, marketing and public relations agency, has been notified it has won a Corporate Citizenship Award for its charitable Goodstock™ advertising marathon. The Corporate Citizenship Award, sponsored by *Corporate Report Wisconsin* and Edgewood College, is a statewide award given to companies that “go above and beyond the normal bounds of business with extraordinary acts” involving the community. Knupp & Watson was the sole advertising firm among the recipients as well as the only Madison-based company.

Goodstock is an event held by Knupp & Watson to assist the strategic communications efforts of area nonprofits. During a 24-hour marathon, the marketing professionals at Knupp & Watson produce advertising and public relations materials for Dane County nonprofit groups, over 40 to date. “We’re certainly proud of this recognition, but even more we’re proud of how our work has helped not just nonprofits in Dane County, but the thousands of people they serve,” said Knupp & Watson’s Creative Director, Andy Wallman. “We’re thrilled and honored to think that the fruits of Goodstock might just be making our community a better place for so many good people to live.”

“We are excited to be recognized for our charitable work and we are extremely proud to be the only ad agency in the pool of award recipients,” said Jan Watson, Vice President of Knupp & Watson.

The Corporate Citizenship Award was presented on Feb. 9, 2007 and Knupp & Watson’s Goodstock story will be profiled in the March issue of *Corporate Report Wisconsin*, a Wisconsin publication owned by Trails Media Group.

For more information about Knupp & Watson or Goodstock, please contact Jennifer Savino, 608-232-2300 or jsavino@knupp-watson.com.

About Knupp & Watson

Knupp & Watson is a full-service advertising agency with a people-based approach to communications. Using innovative products and services not just to reach people, but to meaningfully touch them, Knupp & Watson brings people closer to its clients’ brands. More information is available at www.knupp-watson.com.

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