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Single Source Takes Silver in National Service Industry Advertising Awards

DANVERS, MA, March 6, 2008 - Single Source Marketing, Inc. has been awarded a Silver in the annual Service Industry Advertising Awards (SIAA). The firm's entry, a campaign developed for The Lowell Five Cent Savings Bank, was ranked second among Financial Institutions in the Total Advertising Campaign category. Nearly 2,000 entries were submitted nationwide for this year's awards.

The winning campaign, which was executed across multiple media vehicles including outdoor, radio, direct mail, and print, featured a variety of the Bank's business customers describing the benefits of making the "Switch" to Lowell Five.

"We are honored that the campaign has been recognized - especially amongst such a deep field of entries," said Rick Alpern, President of Single Source. "Our partnership with Lowell Five over the past several years has given us the opportunity to exercise our creative muscles, and the 'Switch' campaign is a direct result of that collaboration."

SIAA is the only Advertising Awards that specifically recognizes advertising excellence within the service industries. More than 250 advertising agencies and 800 service institutions participated in this year's awards. A national panel of judges evaluated and rated entries in twelve groups and twenty-seven categories.

About Single Source

Single Source is a full service marketing, advertising and promotions agency located in Danvers, Massachusetts. Single Source's clients include The Lowell Five Cent Savings Bank, Friendly's Restaurants, American Baby Faire, Dunkin' Donuts, and other businesses in a wide variety of industries. For more information about Single Source, visit: www.singlesourcepromo.com.

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