

HSMAI HONORS MEYER & ASSOCIATES WITH A GOLD AWARD
IN ITS ANNUAL ADRIAN AWARDS COMPETITION



NEW YORK, NY (January 2009) - The Hospitality Sales & Marketing Association International (HSMAI) recognized Meyer & Associates (M&A) with Gold, Silver and Bronze Adrian Awards for advertising excellence in the 52nd annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally. This year's contest attracted nearly 1,300 entries from around the world, with entries judged by top executives from all sectors of the industry.

M&A was honored with a Gold Award for the *American Express/Regent Seven Seas Cruises Direct Mail piece*, a Silver Award for the *American Express Fine Hotels & Resorts Directory* and a Bronze Award for the *American Express Well Traveled Life Guide*.

M&A is an integrated Marketing Communications firm specializing in Direct Marketing and Customer Relationship Marketing for leading travel, hospitality and lifestyle brands. The company creates and manages a variety of multifaceted marketing programs designed to pull prospects and customers, increase brand awareness and build sales momentum.

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