

Taylor Earns Four Honors at Annual Sabre Awards Ceremony

Named Strategic Agency of the Year Awards for Kleenex, Guinness, Xbox Programs

New York, May 13, 2009 -- With the awards season for the marketing communications industry in full swing, Taylor is once again earning honors from the most prestigious recognition programs.

The agency went a perfect four-for-four at the annual Sabre Awards gala in New York City last night. For the third consecutive year, Taylor was recognized as an agency of the year by the Holmes Group, which presents the Sabres. In 2007 and 2008, Taylor was named the leading Midsize Agency as well as U.S. Agency of the Year in 2008. In 2009, Taylor was honored as **Strategic Agency of the Year**, further testimony to the success of the agency's evolved business model.

Additionally, all three Taylor account programs selected as finalists emerged as winners in their categories.

- The **Kleenex** team won for its work on the ["let it out: the movie" 2008 Olympic campaign](#).
- The **Guinness** team was victorious for the ground-breaking ["Proposition 3-17" St. Patrick's Day program](#).
- The **Xbox** team earned recognition for their efforts on the re-launch of Xbox 360.

Taylor is also vying for three **Silver Anvils** when the Public Relations Society of America (PRSA) announces its annual award winners on June 4 in New York. The agency's Kleenex team is up for top honors in two categories while the Guinness team has made the short list as well.

About Taylor

Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports and entertainment platforms to achieve business building goals. Founded in 1984, Taylor, has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London. The agency provides a full array of marketing communications services including: proprietary research and competitive intelligence, program planning and development, strategic media relations, Hispanic/multicultural marketing communications, digital and emerging media, measurement and evaluation, event production, and spokesperson procurement and training. Taylor's portfolio of 2009 client partners includes MasterCard, Diageo, Gillette, Allstate, Coca-Cola, GlaxoSmithKline, Bombardier Recreational Products (BRP), Mars, Staples, Smirnoff, Guinness, Jose Cuervo, Kimberly-Clark, Jenny Craig, T. Rowe Price, Alltel, and IACVask.com. Discover the difference at taylorpr.com.

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