

Taylor Awarded Silver Anvil For Staples Invention Quest® Program

New York, N.Y., June 9, 2008 – Taylor and client partner Staples were honored with a prestigious Silver Anvil award from the Public Relations Society of America (PRSA) for the 2007 Staples Invention Quest® program. The award was presented at the PRSA's annual Silver Anvil Evening in New York City on June 5.

The Silver Anvil, earned in the Marketing Consumer Products category, was the second major honor bestowed upon Taylor in the past month. In May, Taylor was named "2008 U.S. Agency of the Year" by *The Holmes Report*, one of the industry's leading media organizations.

The Staples Invention Quest® contest (IQ), a national search for the latest office/school products, was designed to ignite the quintessence of Staples brand products -- innovation, quality and differentiation. Through a public relations driven contest, Taylor took on the challenge to remain fresh in the contest's third year and exceed coverage and awareness levels garnered from the previous contest. The introduction of the kid inventor category and partnership with young inventor organization, By Kids For Kids and the appointment of actress Lori Loughlin as spokesperson, allowed for a sustainable platform to drive awareness and participation strictly through public relations.

Taylor and client partner Diageo also earned an Award of Excellence from PRSA for their work on the 2007 Guinness St. Patrick's Day program.

Symbolizing the "forging of public opinion", the Silver Anvil is annually awarded to organizations which have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. More than 1,000 organizations have been awarded Silver Anvils for excellence in public relations over the past 50-plus years.

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 and recognized as the leading lifestyle, sports and entertainment public relations agency, Taylor has 110 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, event production, spokesperson procurement and training, Hispanic/multicultural marketing communications, digital and emerging media, and measurement and evaluation. Taylor's portfolio of client partners includes MasterCard, Diageo, Gillette, Microsoft, Coca-Cola, Allstate, Staples, Hyatt, Mars, GlaxoSmithKline, ING, Alltel Wireless, BRP and Kimberly-Clark. Discover the difference at taylorpr.com.

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