



PRESS RELEASE

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Pii's Creative Work Wins Multiple Communicator Awards

BLOOMINGTON, IL, August 20, 2013 — Progressive Impressions International (Pii) and two of its clients are celebrating recognition received in the 19th annual Communicator Awards.

American Family Insurance received a Silver Award for the inaugural issue of its member magazine, “American Dreams.” Featuring cover model and business mogul Kathy Ireland, the magazine provides inspirational stories and interesting facts that encourage readers to pursue and protect their dreams.

In addition, Pii client PTPN — the nation’s leading organization of physical, occupational and speech therapists in independent practice — received two Silver Awards for separate direct mail campaigns intended to promote awareness of and membership in the group.

With more than 6,000 entries received from across the nation and around the world, the Communicator Awards is the largest and most competitive awards program honoring creative excellence for communications professionals. The Communicator Awards are judged and overseen by the International Academy of the Visual Arts.

“Anyone would be thrilled to win just one Communicator Award; but to win three is a fantastic win-win-win for Pii and our clients,” said Jamie Huff, President of Pii. “We believe that offering great services and working with great clients brings about great results, and these awards are further evidence that our approach is successful.”

About Pii:

Since 1993, Progressive Impressions International has been providing direct mail marketing with personalization for leading companies in insurance, financial services and healthcare. As one of the largest full-service direct marketing solutions providers, Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, Pii offers a full range of commercial and specialty printing services.

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