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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Des Moines advertising firm honored in 2009 Communicator Awards Competition

DES MOINES, IOWA—(June 15, 2009)—Froehlich Communications, Inc. (FCI), a Des Moines advertising, public relations and graphic design firm, today announced it received honors in the 2009 International Communicator Awards program. The annual competition recognizes the industry's best in advertising, corporate communications, public relations and brand identity executions for print, video, interactive and audio.

FCI received the Award of Distinction in the print category for "Maytag Bonus Rewards," a comprehensive sales promotion campaign produced on behalf of its client BDS Laundry Systems, St. Paul, Minn. The campaign consisted of a direct mail piece, 16-page gift catalog and showroom point-of-purchase signage.

Judged and overseen by the International Academy of the Visual Arts (IAVA), the 2009 Communicator Awards program received more than 7,000 entries from advertising agencies, production houses, design studios and public relations firms.

"The quality, creativity and execution of this year's work is a true testament to the talents and abilities of communications professionals from around the world. The entries reflect an increasingly diversified industry and the work once again sets the bar extremely high," said Linda Day, director of the IAVA. "On behalf of the entire Academy, we are proud to honor outstanding communications professionals who continue to push a high standard of excellence."

ABOUT FROEHLICH COMMUNICATIONS, INC.

FCI is a Des Moines, Iowa-based team of professionals providing advertising, public relations, marketing and design solutions to clients in the business-to-business, consumer, health care, financial and non-profit sectors. The agency was founded in 1985. Additional information is available at www.froehlichcomm.com.

ABOUT BDS LAUNDRY SYSTEMS

Founded in 1961, BDS Laundry Systems is one of North America's largest commercial laundry equipment distributors. Headquartered in St. Paul, the family-owned company serves four key markets: self-serve coin laundries, multiple-housing laundry facilities, retail dealer network and on-premises laundry operations. Additional information is available at www.bdslaundry.com.

ABOUT THE COMMUNICATOR AWARDS

The Communicator Awards are judged and overseen by the International Academy of the Visual Arts (IAVA). The IAVA is an invitation-only, member-based organization of leading professionals from various disciplines who are dedicated to embracing progress and the evolving nature of traditional and interactive media. IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including Coach, Disney, The Ellen Degeneres Show, Estee Lauder, HBO, Keller Crescent, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Tribal DDB, Victoria's Secret, Wired, Yahoo!, and many others. Additional information is available at www.communicatorawards.com.