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FOR IMMEDIATE RELEASE
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Coalesce's Creative Work Recognized with ADDY Honors

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and communications agency in Appleton, is honored to receive one gold award and three silver awards at the 2010 AAF – Fox River Ad Club ADDY Awards, held Thursday, March 17, 2011, in recognition of the agency's creative excellence.

Coalesce received the gold award in the *Sales Promotion Campaign* category for its packaging designs on behalf of a specialty soap company. Coalesce also accepted three silver awards in the *Online Advertising*, *Mixed/Multiple Media* and *Advertising for the Arts & Sciences* categories. Within these categories, Coalesce created and produced an internet commercial for an international paper client, designed and launched a public awareness campaign centered in Washington D.C. on behalf of a national trade association and designed and programmed a new website for a regional art museum.

"The Coalesce team puts great care and consideration in each marketing campaign that we touch," says Lisa Piikkila, co-owner and creative director for the agency. "It's an honor to be recognized for our creativity across such a wide range of client industries."

Sponsored by the American Advertising Federation (AAF), the ADDY awards honor companies that demonstrate excellence in advertising and cultivate the highest creative standards in the industry. Every year approximately 60,000 entries are submitted to the three-tiered, local, regional and national ADDY competition.

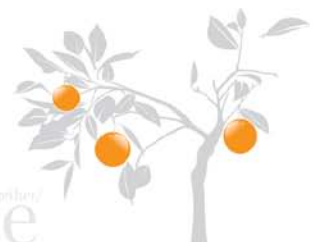
About Coalesce, Inc.

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce, Inc. provides a full range of strategic marketing and communications services to client businesses and organizations.

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