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**For Immediate Release**

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**MMI Associates, Inc. Wins 2005 International MarCom Creative Award**  
*Raleigh-based Marketing And Public Relations Firm Receives  
International MarCom Creative Award For Economic Development Video Project*

RALEIGH, N.C. – MMI Associates, Inc., a Raleigh-based Marketing and Public Relations firm, has been recognized as a 2005 winner of the *MarCom Creative Award* for planning and implementing a local and national marketing and public relations campaign, as well as an economic development video geared toward financial growth in the downtown portion of the Capital City, for the Downtown Raleigh Alliance. Clay Aiken, American Idol star, appeared in the video attracting coverage of the project from *USA Today* and *People* magazine.

“We are pleased to receive this prestigious award for our work with the Downtown Raleigh Alliance,” said Briguglio. “MarCom Creative Awards are internationally known and we are honored to be selected as a 2005 recipient.”

About MMI Associates, Inc.:

MMI Associates, Inc. is a full-service marketing and public relations firm offering a wide range of services to help clients achieve measurable results in brand awareness, name recognition, market penetration and crisis management. Established in 1994 in Phoenix, Arizona, this award-winning firm was named one of the top 10 public relations firms in the state by *Arizona Business Magazine* and *bizAZ Magazine*. In North Carolina, the *Triangle Business Journal's* Book of Lists for 2004 and 2005 recognized MMI as one of the top public relations firms in the Triangle. The firm has received numerous MarCom Creative Awards, the 2005 Videographer Award and the 2004 Communicator Award. For more information, please call 919-233-6600 or visit the website at <http://www.mmimarketing.com>.

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