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One of the APMA's Best Announced as Juror for Cannes Lions

Martin Walters, Australasian Promotional Marketing Association (APMA) Executive Committee member and Head of Promotional Marketing at Leo Burnett, has secured a place on the esteemed judging panel for this year's Cannes Promo Lions.

With over 25 years of promotional marketing experience obtained both locally and in the UK, Martin is no stranger to industry awards. Actively involved in the APMA, Martin manages the APMA's Star Awards, the annual program that honours the year's most outstanding promotional marketing campaigns, and in 2009 he was a judge of the GLOBES in the USA which acknowledge the best promotional marketing campaigns in the world.

"Australasia has been holding its own with the world's best in recent years, so I'm delighted that we now have a voice at the Cannes Promo Lions, and I'm honoured to be the first ever APMA member to represent Australasia at these prestigious awards," said Martin Walters, APMA Executive Committee member.

"It's a testament to Australasia's promotional marketing prowess, our global reputation and success on the world stage that Martin has been appointed to judge at Cannes. As a Grand Prix winner at the GLOBES for Earth Hour, Martin is well equipped to judge the best of the best at Cannes and the APMA is proud to be represented in the judging," said David Lo, APMA Chairman.

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For further information regarding the APMA or to arrange an interview, please contact:

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About the Australasian Promotional Marketing Association (APMA)

The Australasian Promotional Marketing Association (APMA) represents leading Promotional Marketing Agencies in Australia and New Zealand. APMA focuses on being the leading authority on Promotional Marketing in the region and stimulating each APMA member agency to achieve the highest attainable level of professional excellence.