

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**  
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## **MUELLER COMMUNICATIONS, INC RECOGNIZED BY INDUSTRY AND PEERS AS A TOP LOCAL AGENCY**

**Milwaukee** - Mueller Communications, Inc. announced today that it recently won 10 awards from three professional societies. The American Marketing Association, the Public Relations Society of America, and the Association for Women in Communications, awarded the experienced team of professionals awards of excellence and merit for the following client projects from 2007:

- When a Milwaukee institution, **Goldmann's Department Store**, decided to close its doors, the owners turned to MCI to help them celebrate. Our team designed a unique media and community outreach plan that enabled lifelong Goldmann's patrons to participate in store closing activities, clearing all remaining merchandise from the shelves, and garnering hundreds of local and national media stories.
- MCI was recognized for its work to help **Aurora Health Care** promote primary health care and support its message of "Finding a Better Way," through medical features in the Milwaukee Journal Sentinel and Business Journal serving Greater Milwaukee.
- A special effort on behalf of **Irgens Development**, MCI implemented an issues management and public affairs plan to secure approvals and public financing for the **Mayfair Woods Project**, Wauwatosa's first LEED certified building.
- As part of a broad media relations plan for **Petrie and Stocking, S.C.**, MCI secured a feature in *M Magazine* highlighting the unique expertise and practice area of one of the firm's partners and successfully leveraged the placement as part of a direct mail campaign to potential clients.
- **IPic Entertainment** turned to MCI to promote the grand opening of one of Milwaukee's most unique entertainment destinations. Broad-based media coverage and corporate and community engagement helped IPic to foster understanding of this new entertainment concept and fueled greater than expected turnout in the opening weeks.
- MCI conceived and implemented the **Brewers Block Parties** to help our long-time client better engage the community and expand the fan base. The Block Parties were so successful we had to add several new parties at the end of last summer. This year, the parties are expanding to even more neighborhoods.
- Following our successful work in Wisconsin, **iQ Academy** asked us to help them launch new virtual high schools in Arizona and Kansas. Our team developed an integrated marketing campaign involving a skydive stunt, online advertising, direct email marketing and extensive media outreach to help the schools double their projected enrollment in their first year. This year, we're helping them launch new schools in Washington, Minnesota and Colorado.

"Our staff continually demonstrates originality and success in all of our work," said H. Carl Mueller, president and CEO of Mueller Communications, Inc. "While our primary focus is always producing measurable results for our clients, it's always nice to be recognized by other professionals in the community as one of the best at achieving that goal."

Mueller Communications, Inc. is a full-service public relations agency, specializing in public affairs, business-to-business marketing, corporate and crisis communications and marketing research. The company has a proven track record of successfully serving a diverse client base, including national corporations, Wisconsin businesses, professional associations and non-profit organizations.

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