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25TH ANNUAL SOUTHWEST ARTS FESTIVAL® WINS LOCAL GOLD AND REGIONAL SILVER ADDY AWARD

Palm Desert, CA (May 15, 2011) – Successful marketing and advertising campaigns during the past year have garnered Kiner Communications a number of ADDY Awards from the American Advertising Federation.

This year, Kiner Communications won a Gold ADDY Award for the 25th Annual Southwest Arts Festival Poster. The entry was then automatically entered at the Regional Awards level, and won a Silver ADDY Award.

“Our industry peers do amazing work year in and year out, and the quality of marketing and advertising creativity that’s achieved in the Coachella Valley community is exceptional, so it’s really an honor to be recognized for our work by industry professionals,” notes Steve Johnsen, Vice President / Creative Director, Kiner Communications.

The ADDY Awards are considered the highest honors for the desert’s advertising community. More than 200 entries were judged in this year’s competition on creativity, originality and strategic approach by a team of top advertising and creative professionals from outside the Coachella Valley. ADDY winners from the local competition will go on to compete regionally and nationally.

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About Kiner Communications:

Kiner Communications is a full service advertising agency, providing expertise in all areas of communications, including marketing, advertising, graphic design, interactive development, public relations and business development. Clients include Fantasy Springs Resort Casino, Community Valley Bank, Coachella Valley Economic Partnership, The PENTA Building Group, Pete Carlson’s Golf & Tennis, Prime Time International, KOBE Japanese Steak House, The Coachella Valley History Museum, and the Southwest Arts Festival.

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