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NEWS

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Miller One-Second Ad is a "Touchdown"

CLEVELAND – February 2, 2009 – Call it a sign of the times. The professionals at advertising and public relations firm Liggett Stashower say that Miller High Life's One-Second Ad stole the show from the \$3 million ads as the Super Bowl's best spot during the agency's annual Super Monday: Ads Under Review event. The ad, which featured High Life deliveryman Windell Middlebrooks, was named a "Touchdown" by the firm's 70 employees and 30 client guests. The winner was determined in a bracket-style competition that pitted the game's most memorable ads in head-to-head competition.

"What makes the Miller High Life one-second spot so great is that it shows the power of creative thinking beyond the creative department," said Mark Szczepanik, director of brand voice for Liggett Stashower.

"Because Miller High Life has an immediately recognizable spokesperson, they didn't need 30 seconds to explain their brand. It stands in stark contrast to the super-produced, super-expensive Budweiser work."

In addition to determining the game's best ad overall, the agency singled out the following for special recognition:

- ❑ **Funniest** – Careerbuilder.com : Time to find a new job.
- ❑ **Best and Worst Use of Celebrity** – Pepsi: "Forever Young" featuring Bob Dylan and Will.i.am.
- ❑ **Goal Line Fumble (most potential/hype that fell short)** – SoBe®: "Swan Lake" with dancing lizards, football players and animated characters from upcoming "Monsters and Aliens" film.
- ❑ **Sacked (the overall worst)** – SoBe®: "Swan Lake" with dancing lizards, football players and animated characters from upcoming "Monsters and Aliens" film.

With its roots in advertising and public relations, Cleveland-based Liggett Stashower has grown to become one of the region's largest communications firms. The agency's specialty is launching products and ideas using a channel-neutral approach and has deep experience in the building products industry. For more information, visit www.liggett.com.

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