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## FOR IMMEDIATE RELEASE

### LEGION PAPER WINS REGIONAL ADDY AWARD

*Rising Museum Board Ad Series Wins Award for Creative Excellence*

**New York, NY (March 7, 2008)** – **Legion Paper**, the leading supplier of fine art paper in North America, is proud to announce that its current Rising Museum Board print ad series was awarded a “silver” honor for creative excellence at the 2007 Fox River Ad Club ADDY Awards, held on February 29, 2008. The ads were honored within the Consumer or Trade Publication Campaign category.

The ad series was designed by Legion creative partner, Coalesce Marketing & Design, Inc., of Appleton Wis. Each ad features the tagline “The Art of Preservation” along with graphics depicting a nature or wildlife scene. A portion of each scene is framed within a Rising Museum Board, showing bright colors and thriving nature, while the graphics outside the frame are fading, or are environments where the graphics shown inside the frame would not otherwise survive, representing Rising’s superior preservation qualities.

“We looked to create an ad series with impact that creatively conveys the astounding preservation capabilities of our Rising Museum Board brand – and we felt this work hit the mark,” says Marc Schotland, director of marketing for Legion Paper. “To be honored for a marketing campaign that resonated with the advertising community, is extremely rewarding.”

The Rising Museum Mounting Board ad series can currently be found in national publications including, *Art World News*, *Decor Magazine* and *Picture Framing Magazine*.

Sponsored by the American Advertising Federation (AAF), the ADDY awards honor companies that demonstrate excellence in advertising and cultivate the highest creative standards in the industry. Every year approximately 60,000 entries are submitted to the three-tiered national ADDY competition.

#### **About Legion Paper**

*Legion Paper is the largest distributor of Fine Art, Museum Mounting Board, Decorative and Digital Art Papers in North America, stocking over 3500 papers from over 50 mills worldwide. We work closely with our suppliers to develop unique products and have assembled the finest collection of papers ever offered by one company. Legion remains steadfast in its commitment to customer service and the ability to stock our full range in both our East & West Coast warehouses.*

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