

## Press Release



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FOR IMMEDIATE RELEASE

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### Castle Rock Industries Wins Exhibitor Magazine's "Sizzlin" Award for Best Overall Campaign

CRI was awarded Exhibitor Magazine's "Sizzlin" award for their ISSA 2004 campaign. Each year, Exhibitor presents the Sizzle Awards to companies who have produced exceptional results using exhibit-promotion strategies.

The campaign, "Have you seen Bob's new machine?" was awarded Best Overall Integrated Campaign. With the help of Windsor's innovative marketing team, the company put a "face with the machine" by introducing the character Bob to their campaign. The launching of the Bob concept grabbed the attention of many because of his resemblance to the average client who would be working with the products.

At the event, the Chariot was introduced using the new spokesman, which produced record-breaking results and \$1.2 million in sales.



Dennis Meagher presents awards to CRI's marketing team: Leean Bradburn, Corporate Events Manager; Elliot Younessian, EVP Engineering and Marketing; and Janine Reeder, Commercial Marketing Manager.

