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Impress Wins Copper Anvil Award for Excellence in Public Relations

PHOENIX, Ariz. - September 23, 2008 - [Impress Public Relations, Inc.](#), a rapidly-growing, international B2B marketing communications agency, has received the Public Relations Society of America (PRSA) 2008 Copper Anvil Award for 'best for-profit media relations campaign' for its PR launch of SAFC Hitech. SAFC Hitech is the technology group within SAFC, a member of the Sigma-Aldrich Group. Impress received the award at the annual awards dinner held by the Phoenix Chapter of the PRSA last Thursday night, September 18.

"This award represents a significant milestone for the agency," said Mark Button, senior vice president of Impress. "We see it as a validation of our entire PR team's commitment to providing our clients with great communications strategies and exceptional execution. As a young, rapidly growing agency, it's especially important to maintain a strong focus on quality, and we're thrilled to be able to distinguish ourselves with this recognition from our peers."

The SAFC Hitech launch campaign, 'Reinforcing Company Image While Creating Brand Identity During the Introduction of a New Business Model,' focused on implementing an aggressive PR program that achieved the campaign's goal of establishing SAFC Hitech as a key technology enabler and critical materials supplier to the global semiconductor industry. Impress successfully positioned SAFC Hitech and its management team as thought leaders in their industry. The campaign, which is ongoing, yielded excellent media coverage worldwide and helped SAFC significantly increase visibility and sales leads.

The Copper Anvil Awards are an annual competition sponsored by the Phoenix Chapter of the PRSA. The awards recognize complete programs and tactics that incorporate sound research,

planning, execution and evaluation, and reflect the highest standards of performance in public relations for both for-profit and not-for-profit settings.

About Impress Public Relations

Impress Public Relations is an integrated B2B marketing communications agency specializing in micro- and nanoelectronics, photovoltaics, electronic chemicals and life sciences. The company is headquartered in Phoenix, Ariz., with offices in San Francisco, the Pacific Northwest, New England and the United Kingdom, plus global partners in Korea and Japan. Impress executives combine more than 100 years of experience in high-tech public relations, journalism, publishing and financial communications. The agency's mission is to use its broad service offering to shape perceptions and create positive lasting impressions. For more information, please visit www.impress-pr.com or contact Martijn Pierik at 602.366.5599 or martijn@impress-pr.com.