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HIEBING WINS INTERNATIONAL DESIGN AWARD

MADISON, Wis. – January 16, 2008 – Hiebing, an integrated marketing and brand development firm in Madison, Wis., has earned a Gold Award from Graphis magazine’s Logo Design 7 competition. The international award spotlights the top 300 logo designs from around the world. Hiebing earned the award for the logo it created for SongVest, a new company that works as a broker in the sale of songwriter rights.

“Hiebing’s passion is to create compelling and relevant work for our clients,” said Sean Mullen, creative director for Hiebing. “Receiving international recognition is an added bonus for the hard work we put into the pieces we produce.”

Hiebing forges dynamic linkage between brands and their consumers — through marketing, public relations, interactive and design work, which includes logo development for Virent Energy Systems, Fiskars, Wisconsin Public Service and Loyalty Stream.



A complete list of Logo Design 7 winners can be found at:
<http://www.graphis.com/news/winnerlists/log7winners.php>

About Hiebing

Founded in 1981, Hiebing is an integrated marketing and brand development firm with annual capitalized billings of more than \$40 million. The agency’s clients include regional and national brands such as Nestlé, Famous Footwear, Dean Health System, AnchorBank and American Family Insurance.

About Graphis

Graphis — formally known as the International Journal of Visual Communication and first published in 1944 — covers graphic communications worldwide and serves as a compelling record of the most significant and influential communication work being produced today. Graphis magazine highlights the work of professionals in advertising, design, photography, illustration, publishing, interactive media, branding, consumer products, environments and architecture. In addition, Graphis sponsors annual contests for a variety of design specialties, including brochures, corporate identity, interactive design, new talent design photography, poster design and logo design.