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| One-to-One Creative Communications

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Office chair races and stair-climbing competitions strive to promote fitness and strike mental and physical balance.

LA CROSSE, WIS., April 25, 2008 — Ovation Marketing account manager Tim Taylor rounded the corner of the office hallway a little too fast for his liking, but still laughing while shouts of encouragement came from his fellow employees. Taylor was not running to a meeting or scrambling to meet a deadline at the La Crosse, Wis., marketing agency. He was competing in the agency's office chair races as part of Ovation's 2008 Fitness Challenge. (To view a video of the chair race competition visit:

<http://www.ovationmarketing.com/OurPeople/#>)

Every year, Ovation develops a voluntary fitness program for its employees. This year's challenge is themed around creating a balance in life. As JoAnn Steffes, Ovation's Vice President of Human Resources points out; that means not only keeping up with one's physical fitness, but also creating positive mental health habits like relaxing and embracing the need for humor and excitement.

"Regular physical activity, healthy eating and positive mental health habits are all important components keeping your health and life in balance," says Steffes. "If any one of these is off, they can quickly and negatively impact the other areas because they are all interrelated to each other. With this year's fitness challenge, we incorporated more on the mental health aspect of it – creating events, challenges, and competitions that promote a sense of well-being, be it through laughter, inspiration or doing things a little out of the ordinary."

As a result of the program, Ovation associates have challenged each other with unusual physical activities that not only promote fitness, but build workplace camaraderie – another important factor in creating balance, according to Steffes.

“In trying to come up with different physical activities, our associates have taken some pretty unique approaches,” says Steffes. “A group from our pre-press and photography departments have stair-climbing competitions in our ten-story building. They meet in the lobby over the lunch hour and begin ascending and descending the ten flights for an hour. The winner is the one who’s covered the most floors. And there’s a lot of good natured ribbing and encouragement going on during the competition so it tends to create a positive atmosphere and promote good mental health.”

To participate in the 2008 Fitness Program, Ovation asks its associates to track their exercise, eating habits and positive mental health habits on a weekly scorecard. Each instance of physical activity or exercise is worth three points. Likewise, each instance of embracing healthy eating habits (such as cooking a low-fat meal) is worth three points. To round out the scoring, associates can also earn three points for each instance of positive mental health. Instances of this can range from attending a child’s sporting event, to writing a letter to an old friend, to laughing it up with fellow associates over the lunch hour – hence the office chair races.

If associates meet their goals of nine life balance points per day at the end of a 12-week period, they are rewarded with a cash incentive totaling \$150. During the program, there are also various drawings for prizes to encourage continued participation. If associates are able to attain a minimum of 63 points each week, their names are placed into a drawing for a bonus prize of \$300. In addition to the monetary rewards, Ovation has committed to pay half of the entry-fee for any participant that competes in an organized event.

About Ovation Marketing

Ovation Marketing is an employee-owned, one-to-one marketing agency providing multi-channel creative communications and marketing services for its database-driven clients. Founded in 1978, the agency serves top brands from across the country including Anheuser-Busch, Aearo Technologies, CenturyTel, and Chefwear. Ovation is a member of the American Association of Advertising Agencies. For more information, visit www.ovationmarketing.com.

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