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Contact: Eliza Sullivan  
Phone: 212-572-6221  
E-mail: [esullivan@stantoncomm.com](mailto:esullivan@stantoncomm.com)

### **AAS.com Designated Official Honoree by Prestigious Webby Awards**

FARMINGTON HILLS, Michigan, April 12, 2006 - AAS' Web site ([www.aas.com](http://www.aas.com)) is among the official honorees for The 10th Annual Webby Awards, which were announced April 11 by The International Academy of Digital Arts & Sciences, a 500-member body of leading Web experts, business figures, luminaries, visionaries and creative celebrities. Fewer than 20 percent of this year's 5,500 plus entries received the designation of honoree, a distinction that recognizes Web sites and teams that demonstrated a standard of excellence with their submissions.

AAS offers Fortune 500 companies end-to-end marketing solutions and is a leader in trade promotion and co-op program management, digital asset management, Web-based ad/promotion customization and turnkey media fulfillment. As a part of its customized services and solutions, the company develops Web portals that function as "virtual marketing agencies" for clients.

The Webbys, established in 1996, are the leading international awards honoring excellence in Web design, creativity, usability and functionality and were proclaimed "the online equivalent of the Oscars" by the *New York Times*.

For a full list of honorees visit:

[http://www.webbyawards.com/webbys/current\\_honorees.php?season=10](http://www.webbyawards.com/webbys/current_honorees.php?season=10)

### **About AAS**

Founded in 1978, AAS provides measurable, end-to-end marketing solutions. These solutions help clients protect their brands, while allowing customization of their promotional offers at the local level. "Localized" marketing materials effectively drive sales by reaching the right people with the right message in the right way. The company leads the industry in trade marketing promotions, co-op management, digital asset management, Web-based ad/promotion customization and turnkey media fulfillment. With these solutions, AAS helps a variety of global and Fortune 500 companies Market smarter, Market faster and Market more.

For additional information about AAS, please contact the AAS Marketing Department at 800-488-2124 or visit us at [www.aas.com](http://www.aas.com).

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