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The NSLC wins at the Canadian Marketing Awards

HALIFAX, NS (November 30, 2009) – The 39th annual Canadian Marketing Association (CMA) Awards were presented in Toronto on Friday, November 27th and for the third year in a row the Nova Scotia Liquor Corporation's (NSLC) social responsibility campaign created by Revolve has been honoured with a prestigious CMA Award.

"To deliver a serious and effective anti-binge drinking message to university students the NSLC required a unique and unexpected approach delivered in the social media environment," said Rick Perkins, Vice President, Communications and Corporate responsibility, NSLC. "Receiving a national marketing award of this caliber certainly recognizes the strength and creative approach of the campaign and the excellent partnership with Revolve."

Jonzed, the NSLC's integrated campaign starring a not-so-likeable cartoon character whose alcohol-fueled night gets out of control, won Gold in the Promo Not-For-Profit/Fundraising/Public Service category. Hundreds of submissions from across Canada were evaluated by judges from all aspects of marketing, with the best moving on to a second round of judging by seven of Canada's top marketing and advertising professionals. Judges looked for a strong correlation between business objectives and the results achieved, along with an intriguing creative approach.

"This is truly an honour given the high quality of entries from across the country," said Nelson Angel, Vice President and Managing Partner, Revolve. "What gives us the greatest sense of accomplishment is the fact we have won a CMA award three years in a row for the same client. The NSLC's trust in our strategy and creative has allowed us to consistently strike a chord with the target audiences for these campaigns in the social responsibility arena and with the CMA judges."

The CMA Gold highlights another tremendous year for the NSLC and Revolve. Jonzed has received numerous national and international awards including an International Association of Business Communicators (IABC) Gold Quill Award of Excellence, four Gold ICE Awards and three Applied Arts Interactive Awards.

The Nova Scotia Liquor Corporation, the largest single banner retail business in Nova Scotia, generates more than half a billion dollars of revenue a year, returning more than \$200 million profit annually to the province. It employs more than 1,500 Nova Scotians, offering 3,000 products from around the globe through 106 retail, 2,100 licensees and 54 agency stores.

About Jonzed:

www.Jonzed.com

About the CMA Awards:

<http://www.the-cma.org/awards/awards.asp>

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