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**FM AdFed PRESENTS THE 49TH ANNUAL ADDY®
AWARDS
Advertising, Marketing Pros Hit The Links At “ADDYShack”**

Fargo, N.D. (Jan. 30, 2006) – Area advertising and marketing professionals hope to hit the greens and take home Golds and Silvers with their best work from 2005 during the 49th Annual ADDY® Awards on Friday, February 10, at the Holiday Inn, Fargo.

The annual Advertising Federation of Fargo-Moorhead (FM AdFed) banquet and program features the best of the best work from the previous year. The theme for this year’s program is based on the 1980 hit movie, “Caddyshack.”

“This is a wonderful opportunity for our industry to celebrate exceptional work from the area and to recognize the people who are doing it,” said Dawn Koranda, FM AdFed president. “Ultimately, the real winners are the clients who benefit from the talent and creativity of the professionals we have working in this market.”

Area professionals’ work in 86 categories, ranging from sales promotion to interactive media, print radio and television advertising, is critiqued by three judges from American Advertising Federation (AAF) clubs around the country. The best in each category receives a Gold ADDY, with Silver ADDYs awarded to other high-quality materials. Gold ADDY winners are automatically entered into the AAF’s 8th District competition, and Gold winners there go on to the national finals.

The ADDY Awards, a program of the AAF, honor excellence in advertising and cultivate the highest creative standards among advertising and marketing

professionals. It is the only creative awards program administered by the advertising industry for the industry. Each year, AdFed members from around the country enter more than 60,000 samples of their best work, making the ADDYs the world's largest advertising competition.

FM AdFed, one of 210 local AAF affiliates, strives to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley's vitality, economy and culture. It is open to anyone in a communication-related field.

The evening begins with a social and preview of winners at 6 p.m., dinner at 7 p.m., and the ADDY program at 8 p.m. For more information, contact Lisa Artz, FM AdFed ADDY Committee Chair, at 701-361-5360 or lisaa@choicefinancialgroup.com.