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Savannah Design firm moves on to National ADDY competition

Paragon Design Group's HD show package for The Weather Channel wins a Silver ADDY in Regional Finals

(Savannah, GA) April 13, 2009 – Paragon Design Group wins another ADDY award from the American Advertising Federation (AAF), this time recognized by the organization's 7th District. The HD show package Paragon created for The Weather Channel's (TWC) weekday show, Day Planner, earned Silver in the Film and Video category, qualifying them to compete Nationally.

Head Strategic Focus-izer, Susan Isaacs, says "working with a National cable network's overall mission to create visually stimulating programming was a great opportunity in itself. We were pleased to have created such a well received product for The Weather Channel and their audience."

Due to Paragon's proficiency in the industry standard broadcast design software, Cinema 4D, and TWC Creative Director, Ray Sams', prior working experience with Andrew Davies, Lead Creative Juicer at Paragon, The Weather Channel felt confident they would get a final product with a fresh, unique look.

"We wanted to give our network a personality by bookending shows with graphical treatments, and move away from video based elements and stock footage," said Sams, "so going to a smaller design house was better for us than going to a bigger one because of the pinpointed focus put into the effort, as opposed to the diluted set of product we've sometimes gotten from a bigger design house."

Paragon Design Group's District Seven Silver ADDY makes this their 12th win in the 2009 AAF competitions. At the beginning of the year, Savannah's Ad Fed Chapter awarded the triple-threat design firm with three Silver ADDY Awards, five Gold, and three "Best of" Awards in the categories: Best Website, Best Animation & Special Effects, as well as a Mosaic Award, recognizing successful integrated multicultural marketing and diversity efforts.

In anticipation of the AAF Nationals, Philip Joyner, Head Production Maverick, mentions, "being recognized by the American Advertising Federation is a great honor and we look forward to seeing how we compete on the National level."

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For the Editor:

District 7 of the American Advertising Federation serves the interest of advertising in the five-state area of Alabama, Georgia, Louisiana, Mississippi and Tennessee. Out of Ad Fed's 15 districts, District Seven is one of the organization's largest districts in both geographic and membership size. The 7th District encompasses five states with 29 advertising clubs and federations representing more than 3,000 advertising professionals. Today, the 7th District is considered to be one of AAF's most innovative and progressive districts.

Paragon Design Group is Savannah's only design house with a trifecta of print, web and broadcast design mastery. Paragon's goal is to achieve exceptional levels of form and function for local, national and international clientele. With 38 combined years of professional design and marketing experience, and their approach to visual problem solving, this award-winning firm battles against the evil hordes of mediocrity by tackling challenges with upside-down thinking, designing for the greater good, and making the best solutions beautiful. For more information, visit: www.iamparagon.com/press.