

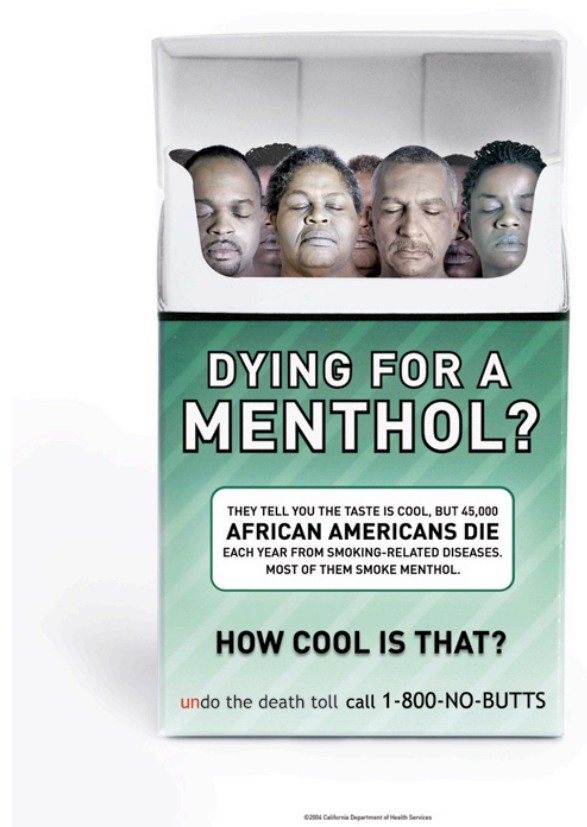


News Release

Crossover Creative Group flexes its might with a “Gold” Davey award win for best Newspaper, Magazine “Menthol Pack” ad for CDHS Tobacco Control Section.

New York, NY (November 9, 2006) – The winners of The 2006 Davey Awards have announced by the International Academy of the Visual Arts today. With over 3,500 entries from across the US and around the world, the Davey Awards honors the finest creative work from the best small firms.

Crossover Creative Group, Richmond, CA led by Steve Climons won a Gold Davey Award for best Public Service Newspaper, Magazine ad. The haunting “Menthol Pack” was developed for the California Dept. of Health Services Tobacco Control Section.



About the Daveys

The first important awards competition exclusively for the "Davids" of creativity.

David defeated the giant Goliath with a big idea and a little rock - the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than stratospheric budgets.

The Giants Behind the Davey

The Davey Awards may be for smaller organizations, but the judges have big reputations. The Davey is sanctioned and judged by the **International Academy of the Visual Arts**, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. IAVA members include executives from organizations such as Alloy, Coach, *Wired*, The Webby Awards, Brandweek, The Ellen Degeneres Show, Estee Lauder, Myspace.com, Fry Hammond Barr, HBO, iNDELIBLE, Wunderman, MTV, Polo Ralph Lauren, Refinery, Sotheby's Institute of Art, Victoria's Secret, ADWEEK, Yahoo! and many more.