

PRESS RELEASE

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hfa wins Six Internet Advertising Competition Awards

Akron, Ohio (June 9, 2010) – [Hitchcock Fleming & Associates Inc. \(*hfa*\)](#), a full-service marketing communications firm based in Akron, Ohio, has been honored with six Internet Advertising Competition (IAC) Awards by the Web Marketing Association.

Entries are judged based on creativity, innovation, impact, design, copywriting and the use of the medium.

hfa has received the following awards:

- Best Hotel & Lodging Online Video for the Choice Freeville promotion online video
- Best Manufacturing Website for Glidden™ Paint, www.glidden.com
- Best Construction Website for LIQUID NAILS® Brand, www.liquidnails.com
- Best Manufacturing Rich-Media Online Ad for The Goodyear Tire & Rubber Company's Fuel Max calculator banner ad
- Outstanding Website for Fierce Tires, www.fiercetires.com
- Outstanding Website for Kelly Tires, www.kellytires.com

The awards honor excellence in online advertising, recognize the individuals and organizations responsible, and showcase the award winning Internet advertising.

IAC Award entries are submitted by advertising and interactive agencies or corporate marketing departments worldwide.

The judges are experienced professionals with an in-depth understanding of trends in advertising and the objectivity to score entries according to predefined criteria.

To view the award-winning work, please visit http://www.teamhfa.com/pr/2010_IAC_Awards/.

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About hfa

hfa (Hitchcock Fleming & Associates Inc.) is a full-service marketing communications agency specializing in retail, consumer, industrial, government, building products and business-to-business clients. **hfa** was established in 1940. Among its clients are **The Goodyear Tire & Rubber Company**, one of the world's largest tire companies; **Carter Lumber** and its more than 200 stores; **Tremco**, North America's premier provider of comprehensive facility management solutions; **KraftMaid**, one of the nation's largest cabinetry manufacturers; **Choice Hotels International**, one of the largest and most successful lodging companies in the world; **LIQUID NAILS® Adhesive**, one of the most recognized brands of adhesives, caulk and sealants; **Glidden™ Paint**, a brand that's been defining the consumer paint market since its introduction of the first latex paint; **Akron General**, one of the leading healthcare systems in and around Akron, Ohio; and the **City of Akron**, Ohio. **hfa**'s expertise encompasses branding, research, strategic planning, public relations and media. Whether working in print, broadcast or Web formats, **hfa** cuts through communications clutter to make a client's message resonate. To learn more, please visit www.teamhfa.com or <http://connect.teamhfa.com/>.