



**PENN
SCHOEN
BERLAND**

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Penn Schoen Berland wins 2010 *Politics* Magazine Reed Award for Best Public Affairs Campaign

Washington, D.C., January 29 – Penn Schoen Berland is pleased to announce that its research-based communications and advertising campaign for UnfairCreditCardFees.com was honored as 2010's Best Public Affairs Campaign at the 2nd Annual *Politics* Magazine Reed Awards.

It was Penn Schoen Berland's first victory in the category, in which Communications Counsel, Inc. and Davies Public Affairs were also honored. PSB Principal Robert Green led the campaign as a strategic adviser to UnfairCreditCardFees.com.

"We're very pleased that our peers in political consulting have recognized our campaign as one of the most memorable, important, and effective public affairs initiatives of 2009," said Green. "Our research provided the insights necessary to effectively convey to Members of Congress and Washington opinion leaders the key issues at stake for consumers and merchants. It was an unusual choice to use a weekly comic strip to convey this important message, but it worked."

The Reed Awards are judged by a panel of seasoned political professionals selected by Campaigns & Elections' *Politics* Magazine. This year the panel included Eleanor Clift, Taegan Goddard, Mark McKinnon, Grover Norquist, Larry Sabato, Bob Shrum, George Stephanopoulos, Chuck Todd, Joe Trippi, and Judy Woodruff.

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About Penn Schoen Berland

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. We execute polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at www.psbresearch.com.