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**SAN FRANCISCO'S MORTAR WINS PRESTIGIOUS  
ADDY AWARDS FOR BUDDA AMPS AND FRONTROW AD CAMPAIGNS**

San Francisco, Calif. (May 11, 2006) – San Francisco integrated marketing agency, Mortar, won two 2006 Addy Awards in recognition of its work for Budda Amplification and FrontRow.

For Budda, a premier manufacturer of high-end guitar amplifiers, Mortar developed an edgy media campaign targeting serious musicians and aspiring rockers. The campaign included posters and collateral materials distributed to music retailers, as well as the relaunch of Budda.com. The Addy Award is the third award received for the campaign, which has also garnered a 2005 International Davey Award and a 2006 Summit Creative Award. See [www.mortaragency.com/budda](http://www.mortaragency.com/budda)

Mortar also received an Addy for a campaign developed for FrontRow, a wireless voice amplification system for classroom learning. Targeting teachers and school administrators, the ads demonstrate how classroom noise make learning difficult. Mortar's work for FrontRow also received a 2006 Summit Creative Award. See [www.mortaragency.com/frontrow](http://www.mortaragency.com/frontrow)

The ADDYs are the advertising industry's largest and most representative competition, attracting more than 60,000 entries every. The San Francisco ADDY Awards is the first of a three-tier, national competition.

**About Mortar**

Mortar is a new, San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>