



The Official Provider  
of Superpages.com

For Immediate Release

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## **TM Advertising's OMMA award for Superpages.com ad is something to sneeze at**

DALLAS – TM Advertising, one of the nation's leading full-service communication agencies, and Superpages.com® today announced its "Sneeze" online advertisement won the 2008 Online Media, Marketing & Advertising (OMMA) Award for "Best Video Appearing in a Banner, Pre-Roll, Interstitial or In-Stream Unit."

"Sneeze" comically depicts one man's struggles during allergy season, cleverly positioning Superpages.com as an easy relief solution. To view the award-winning ad, which ran on sites including AOL.com, CNET.com, MSN.com, People.com, TVGuide.com and Yahoo.com, click here: <http://awards.tmastaging.net/2008/OMMA/Superpages/sneeze.html> (from here, click on Sneeze Vertical or Sneeze Horizontal).

"Sneeze" was created in collaboration with Janimation and EyeWonder and bested finalists A&E Television (client: A&E Television) and VML (client: Dr Pepper).

Other recent awards won by TM Advertising for the Superpages.com campaign include: Runner-Up 2008 Most Effective Online Marketing Strategy Award presented by the Dallas Ft. Worth Interactive Marketing Association (DFWIMA) for excellence in interactive marketing; and a 2008 Regional Silver ADDY Award for a Superpages.com outdoor bulletin, presented by a regional chapter of the American Advertising Federation (AAF).

"Since it is critical that we deliver quality leads to our small business advertisers, we are continuously leveraging advertising to promote our products to consumers," said Briggs Ferguson, President-Internet, Idearc Media. "Thanks to TM Advertising, our advertisements receive the critical attention they deserve, and we are honored to have recently received the prestigious OMMA Award."

Created in 2006, the OMMA awards honor brand marketers, agencies and content providers who continue to push the potential of online advertising creative.

“Our innovative campaign for Superpages.com is a fantastic way for us to showcase our clients’ passion for creating and delivering the most successful interactive branding campaigns,” said Tom Hansen, President of TM Advertising. “We’re thrilled to be recognized by OMMA and to be in such great company with the other finalists.”

**About TM Advertising**

TM Advertising, headquartered in Dallas, with offices in Austin and Seattle, is an independently managed subsidiary of Interpublic Group (NYSE: IPG), one of the world’s largest marketing communications companies. Agency clients include the brands of American Airlines, Bell Helicopter, Discover Network, EDS, Fossil, Group Health, Nationwide Insurance, Redhook Ale Brewery, Superpages.com and Texas Tourism. For more information, please visit [www.tm.com](http://www.tm.com).

**About Idearc Inc.**

[Idearc Inc.](http://www.idearc.com) delivers products on multiple platforms to help consumers find the information they want, wherever they are. Idearc’s multi-platform of advertising solutions includes [Superpages.com](http://www.superpages.com)<sup>®</sup>, [Superpages Mobile](http://www.superpages.com/mobile)<sup>SM</sup>, [Superpages Mobile](http://www.superpages.com/mobile/blackberry)<sup>SM</sup> [for BlackBerry](http://www.blackberry.com)<sup>®</sup>, [Switchboard.com](http://www.switchboard.com), [LocalSearch.com](http://www.localsearch.com)<sup>SM</sup>, [Verizon](http://www.verizon.com/yellowpages)<sup>®</sup> [Yellow Pages](http://www.verizon.com/yellowpages), Verizon<sup>®</sup> White Pages, smaller-sized portable [Verizon](http://www.verizon.com/yellowpages/companion-directories)<sup>®</sup> [Yellow Pages Companion Directories](http://www.verizon.com/yellowpages/companion-directories), FairPoint<sup>®</sup> Yellow Pages, FairPoint<sup>®</sup> White Pages, FairPoint<sup>®</sup> Yellow Pages Companion Directories, [reFresh reCharge reNew](http://www.refreshrecharge.com)<sup>TM</sup> magazine, [Solutions At Hand](http://www.solutionsathand.com)<sup>TM</sup> magazine, and Solutions on the Move<sup>TM</sup> and [Solutions Direct](http://www.solutionsdirect.com)<sup>TM</sup> direct mail packages. For more information, visit [www.idearc.com](http://www.idearc.com).

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