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**KAISER PERMANENTE "THRIVE" CAMPAIGN WINS TOP HONOR  
AT CAMPBELL-EWALD BEST CREATIVE AWARDS**

**DETROIT, Feb. 1, 2006** — Campbell-Ewald's finest creative work was honored at the agency's annual Best Creative Awards at Fifth Avenue Billiards in Royal Oak, Mich. Kaiser Permanente's "Thrive" integrated campaign won the agency's top honor — Best of the Best.

Along with winning the agency's highest recognition, the Kaiser Permanente creative work also won two Best of Category awards, Television and Radio. Chevrolet garnered multiple Best of Category honors, including Alternative Media, Integration, Interactive, Magazine, Merchandising & Collateral, Newspaper and Outdoor. Other Best of Category winners were National City for Direct Marketing, U.S. Navy for Contact Thinking, and U.S. Postal Service for Non-Consumer Communications and Publishing.

The agency's Best Creative Awards, now in its 11th year, are based on a review conducted by the agency's creative and account senior executives. Campbell-Ewald's top creative work developed on behalf of every client and in every discipline is evaluated.

Campbell-Ewald is the nation's sixth largest advertising and marketing communications agency network, with more than 1,200 employees located in Detroit, Los Angeles, New York, Atlanta, Chicago and Dallas. In 2003, for the second consecutive year, the agency was named *Adweek* Agency of the Year – Midwest. A part of The Interpublic Group of Companies (NYSE:IPG), Campbell-Ewald partners with a score of national brands, including ACDelco, Alltel, BISSELL, Chevrolet, Farmers Insurance, Michelin, OnStar, the United States Navy and the United States Postal Service.

For more information on Campbell-Ewald, visit [www.campbell-ewald.com](http://www.campbell-ewald.com).

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