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FOR IMMEDIATE RELEASE

Shea Receives International Award for Macy's Gourmet Food Package Designs

MINNEAPOLIS (October 7, 2008) – This week, the 38th Annual Creativity Awards named Shea, Inc. as the Silver winner in the Food & Beverage Packaging Category. The winning entry was for package design developed by Shea for Macy's line of gourmet food products. The designs included packaging for Macy's private label lines of gourmet coffees, salad dressings and wines.

Established in 1970, The Creativity Annual Awards is based in Louisville, KY, and is one of the longest running international advertising and graphic design competitions in the world. A print, web, advertising and media design competition, each year the judges choose the best from all over the world to be reproduced in the 400-page *Creativity Awards Annual*. This year the 38th Annual Creativity Awards received a record 2,800 entries from over 44 countries and 45 U.S. states. Judges from some of the United States' most prestigious design firms evaluated the work produced by their peers and students.

Susan Donahue, Shea's creative director and lead designer on the Macy's project, noted, "We have worked with Macy's for many years on designs of their food service locations. We have gotten to know their brand so well that it was fun for us to extend it to their gourmet food packaging. The designs have resonated well with the client and with consumers, and now with this award, we're excited to have our work recognized by our peers."

Shea's winning package designs can be viewed at:

http://www.shealink.com/our_work/case_studies/macys/. Winners will be honored at the 1st Annual Creativity Awards Gala to be held in Louisville, KY - home of the Creativity Annual Awards. A full list of 38th Creativity Annual Awards winners can be found at: http://www.creativityawards.com/past_competition.html.

Shea, Inc., now celebrating its 30th year, is a marketing and design firm integrating expertise in marketing, architecture, and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Macy's, TCF National Bank, Morton's The Steakhouse, Wells Fargo and Midcontinent Communications. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site www.shealink.com.

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