



CLIENT CAMPAIGNS RECOGNIZED WITH PR INDUSTRY HONORS

BOSTON, JULY 8, 2008 — As the PR award season draws to a close, 360 Public Relations announced today that several campaigns the agency conducted on behalf of clients in the past year were honored for best practices. The agency was recognized by The Holmes Report's prestigious SABRE awards and the Publicity Club of New England's Bell Ringer awards, now in their 39th year.

SABRE Awards

More than 1,800 entries vied for honors in this year's SABRE Awards competition "...with the measure of success frequently going beyond the volume of press clippings to include results related to bottom-line success," according to Paul Holmes, Editor of The Holmes Report and Chairman of the SABRE Award Judges. 360PR was recognized in the following categories at the May 13, 2008 awards ceremony:

Media Placement: Magazine

WINNER: Rubik's® Cube Speed Cubing Tournament
Winning Moves Games with 360 Public Relations

Consumer Goods: Food and Beverage

FINALIST: Ball® "A Fresh Take on Tradition"
Jarden Home Brands' Ball Jars with 360 Public Relations
Read about this campaign here <http://www.360publicrelations.com/CS-ball.html>.

Technology: Software

FINALIST: The Lord of the Rings Online™ Launch Campaign
Turbine with 360 Public Relations
Read about this campaign here: <http://www.360publicrelations.com/CS-turbine.html>

The Publicity Club of New England Bell Ringer Awards

The Bell Ringer Awards competition "recognizes excellence in communications and public relations work in every field and industry and across all media – print, broadcast and electronic," according to The Publicity Club. 360PR was recognized in the following categories at the June 2, 2008 award ceremony:

Print Feature Placement: National

BELL RINGER: Ball®
Read about this campaign here: <http://www.360publicrelations.com/CS-ball.html>.

Print Feature Placement: National

MERIT: Crock-Pot® Slow Cooker
Read about this campaign here: <http://www.360publicrelations.com/CS-crockpot.html>

Print Feature Placement: National

MERIT: FoodSaver®

Television News Placement: National

MERIT: Sunbeam® Bedding

Product/Service Launch: Consumer Campaign

MERIT: Lord of the Rings™ Online Launch Campaign

Read about this campaign here: <http://www.360publicrelations.com/CS-turbine.html>

New Media Campaign

MERIT: Zarafina® Tea-Maker Online Campaign

Online Magazine/Newsletter

MERIT: 360PR MomSquad™ Trendletter

View the 360PR MomSquad Trendletter here:

<http://www.360publicrelations.com/momsquad.html>

About 360 Public Relations

360 Public Relations LLC is an award-winning, full-service public relations agency serving clients in the consumer packaged goods, corporate, technology, business-to-business and non-profit sectors. The agency's primary practice groups include Food & Family, Entertainment & Lifestyle, Online & Travel. Based in Boston, 360PR is a founding member of the Converge™ network of leading, independent public relations agencies. For more information, visit www.360publicrelations.com.
