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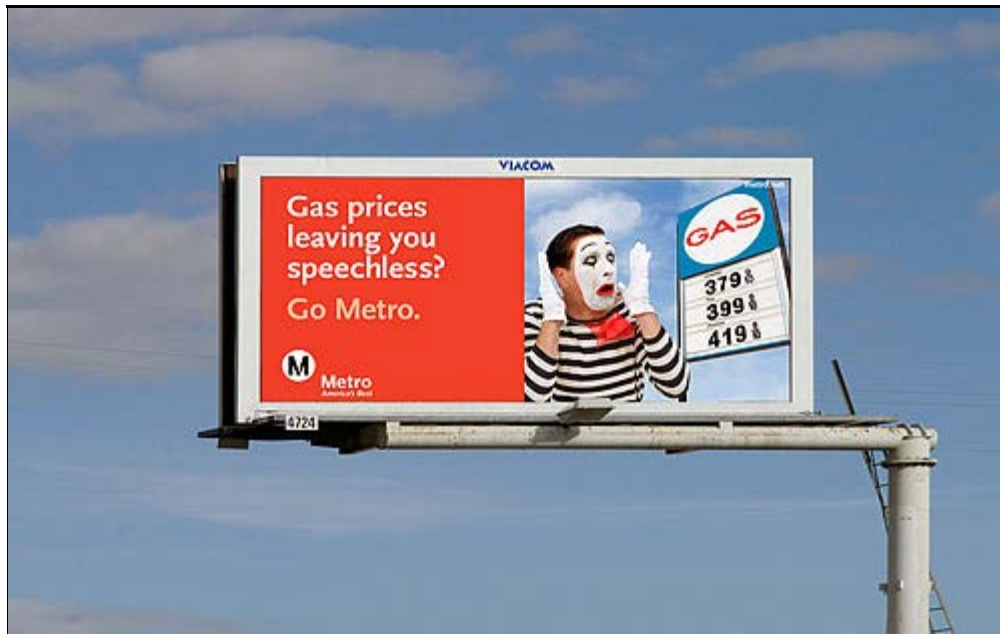
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It's everywhere: "Go Metro" campaign brings home first place in the "Overall Ad Campaign" category of the annual APTA AdWheel awards.



Images: Metro Design Studio

Metro Ads, Brochure Garner Two APTA AdWheel Awards

(Aug. 29, 2007) The American Public Transportation Association's (APTA) annual AdWheel Awards honored Metro with two first place awards for excellence in advertising, communications, design, marketing, and promotions.

Winners will be announced officially at the APTA Annual Meeting in Charlotte, N.C. in October.

Metro earned first place for its "Go Metro" campaign in the "Overall Ad Campaign" category. The Transportation Marketing and Communications Association (TMCA) also awarded the campaign first place earlier this year.

The agency also took top AdWheel honors for the "Metro Gold Line Eastside Extension" brochure showcasing the future rail line in the "Print Media Brochure" category.

"We're honored that APTA is following up on its "America's Best" designation for Metro with more top awards for our communications



efforts," said Warren Morse, deputy executive officer of Communications.

These two awards add to the dozen AdWheel wins Metro has taken over the last few years. Metro's received eight other marketing and design awards this year, including three TMCA awards, two Signs of the Times awards, a Print Magazine Business Graphics award, a Society of Environmental Graphic Design award, and an American Institute of Architects award.



Everywhere.