



Press Release

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JEH Productions Wins Multiple ADDY Awards

San Antonio, TX: JEH Productions was honored with two Gold ADDY Awards as well as a Silver ADDY by the San Antonio chapter of the American Advertising Federation on February 21, in recognition for their work on the spots “**Rocket**” and “**Big**”.

The ADDY Awards are considered the advertising industry’s largest and most representative competition, recognizing creative excellence and the very best worldwide. The ADDYs are the only creative awards given by the advertising industry for the industry.

“Winning an ADDY is such a great honor, but to win multiple, including both the Gold and Silver in one category exceeded our greatest expectations. The recognition by the Industry is really a testament to the combination of creativity and plain hard work that our entire team put in”, said Jackie Earle Haley, CEO of JEH Productions.

For their Alamo Bowl spot “BIG”, JEH Productions, along with agency The Atkins Group, picked up a Gold ADDY in the Excellence in Television category.

For its work on the SWBC spot “ROCKET”, JEH garnered a Gold ADDY in the Elements of Advertising category, as well as the Silver ADDY in the Excellence in Television category.

“ROCKET was the perfect opportunity to really push ourselves and discover what we were capable of”, stated JEH President Tony Gallardo. “To achieve our goal,

remain under budget, and bring the concept to life we fully utilized mixed media; stop-motion, hand drawn animation, photography and digital compositing. This created a hand-cranked feel that blended the different mediums together in tune with the vision for the project.”

Continued Gallardo, “As for BIG, the Alamo Bowl spot was a great project to work on. When we made the decision to utilize a series of still photos, we actually went out and shot the photos ourselves in and around San Antonio, finding local images that just worked perfectly for the spot. The client and the agency were both extremely happy with the spot, as were we - the kind of results that JEH always shoots for and prides itself on delivering.”

To view “ROCKET” and “BIG” visit:

www.jehproductions.com/2d/4-swbc-rocket

www.jehproductions.com/2d/3-alamo-bowl-09

For more information contact Doug K, VP of Marketing: 917.627.2575

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About the ADDY Awards

With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry <http://www.aaf.org>.

About JEH Productions

Founded by Oscar nominee Jackie Earle Haley, JEH Productions is an award winning creative team producing mind-pleasing content for advertising and entertainment for any screen.

www.JEHProductions.com

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