

Solitaire Creative Wins Silver at Inaugural Davey Awards

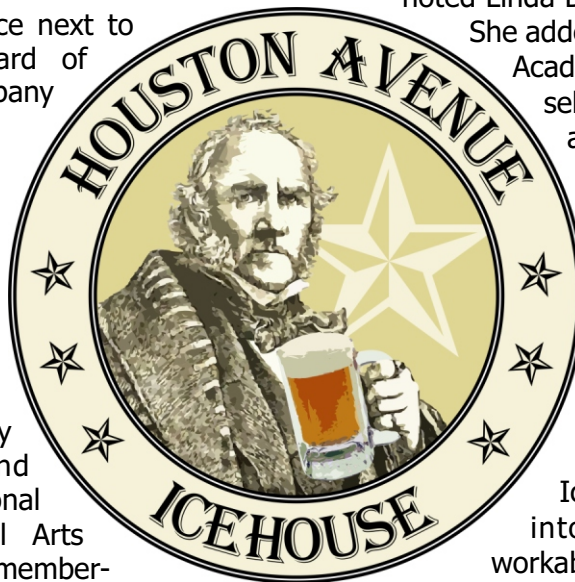
The International Academy of the Visual Arts has announced the winners of the 2005 Davey Awards. Solitaire Creative Services has won a Silver Award for their work on the Houston Avenue Icehouse logo.

This award takes its place next to The Communicator Award of Distinction which the company won earlier this year.

With over 2,000 entries from across the US and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide. The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), an invitation-only member-based organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a "Who's Who" of media, advertising, and marketing firms including: Sotheby's Institute of Art, Yahoo!, Polo Ralph

The Davey Awards statuette is custom designed and handcrafted by Encore Awards, producers of the Golden Globe Award. The statuette represents a modern icon of the story of David and Goliath, a fitting tribute to the accomplishment of all of the Davey Award winners.

THE INTERNATIONAL
**DAVEY
AWARDS**
Small firms. Big ideas.



Award-Winning Houston Avenue Icehouse Logo

Lauren, ADWEEK, MTV, HBO, and others.

"The Academy judged a remarkable pool of entries characterized by creative excellence, fresh ideas and great conceptual execution" noted Linda Day, a director of the IAVA. She added, "On behalf of the entire Academy, we are honored to select such a diverse and accomplished pool of winners."

The art director for the logo project was Brian Giovannini. Brian did a wonderful job of executing the concept presented by the owners of Houston Avenue Icehouse and transforming it into a striking, modern, workable logo with a "retro" feel that is immediately recognizable and immediately communicates the client's business to its audience.

The Davey Awards honor the "Davids" of creativity, the finest small firms, agencies and companies in the world. David defeated the giant Goliath with a big idea and a little rock - the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets.



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