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INTERCOM® WINS BIG AT 2014 NATIONAL SALES & MARKETING AWARDS

Newport Beach, CA - February 14, 2014 InterCommunicationsInc®, a global branding, marketing and communications firm, has won 3 Gold Awards and 8 Silver Awards from The Nationals, an annual competition sponsored by the National Association of Homebuilders (NAHB) and presented by the National Sales and Marketing Council (NSMC). Winners were announced February 4th at Wynn Las Vegas during the International Builders Show.

Two of the Gold Awards recognized InterCom's extensive work for Candelas, a 1,500-acre master-planned community situated in the Denver suburb of Arvada, Colorado. The awards were for *Best Print Campaign: Series of Ads*, and *Best Overall Advertising Campaign*.

"The community of Candelas captures the essence of Colorado living, and that's something we believe came through loud and clear in our Life Wide Open ad campaign," said Toni Alexander, President and Creative Director of InterCommunicationsInc.

"The work was not only attention-getting, but also met the developer's highly aggressive timeline, and that's what makes the win even more special. Our comprehensive, integrated campaign for Candelas—which included print, email marketing, signage, outdoor, a welcome center and an SEO-optimized website—launched in just eight weeks. Having the ability to work smarter and faster is something we do especially well, and that dynamic seems to be a requirement of a growing number of today's homebuilder clients."

Other recognition for InterCom's Candelas work included Silver Awards for *Best Internet Marketing Program*, *Best Ad*, *Best Signage* and *Best Website for a Community*.

InterCom took home a Silver Award for *Best Overall Advertising Campaign*, recognizing the agency's work for McCaffrey Homes, a trusted and well-loved homebuilder in California's Central Valley. The shop's third Gold Award of the evening was also for McCaffrey, for *Best Brochure Magazine*, a piece entitled *Lifestories*. Dovetailing with the overall campaign theme that highlighted buyers' own experiences, the magazine represented a personal labor of love for the third-generation homebuilding family—a company that has handed over the keys to more than 8,000 happy homeowners over the last 35 years.

Two Silver Awards for *Best Brochure Magazine* and *Best Print Campaign: Series of Ads*

recognized InterCom's ability to help guide the brand vision for one of the few remaining stretches of undeveloped land along Virginia's coastline. Potomac Shores is the first true master-planned destination within reach of America's capital, a 2,000-acre community that's making waves on nearly two miles of magical shoreline along the historic Potomac River. InterCom's award-winning creative for Potomac Shores told the story of a Virginia Tidewater settlement for today—and a Destination for a Lifetime for some 3,800 eventual homeowners.

The final Silver Award for the agency, *Best Brochure Magazine*, recognized a brand narrative rooted in the coastal diversions of a new breed of Hawaii resort community. Carrying the themeline *Everything on the Sea* for InterCom client Hoakalei Resort, the winning creative told the story of a re-imagined stretch of West Oahu shoreline and its exciting transformation into a new destination surrounding a 54-acre grand lagoon—the largest man-made body of water in all of Hawaii. "It was a record-breaking year for us in terms of creative recognition," stated Toni Alexander. "It's a testament to the hard work and dedication of our talented teams of writers and art directors—and their collective passion for the artful craft of placemaking."

Since NAHB created The Nationals, InterCom has won 33 Golds and more than 93 Silvers across all communications categories. InterCommunicationsInc® is a full-service branding, marketing and communications company with nearly 30 years of experience in the leisure, lifestyle, and real estate industries, including primary homes, second homes in resort communities, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.