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Contact: Len Auletto  
Hood & Strong LLP  
415/856-3251  
[lauletto@hoodstrong.com](mailto:lauletto@hoodstrong.com)

**HOOD & STRONG LLP AD CAMPAIGN  
WINS LEGAL MARKETING ASSOCIATION YOUR HONOR AWARD**

**San Francisco and San Jose, CA, February 27, 2009-** We are pleased to announce that Hood & Strong LLP was presented with a Your Honor Award by the Bay Area Chapter of the Legal Marketing Association for its ground breaking print advertising campaign that was designed to reintroduce its 92 year old CPA firm to the Greater Bay Area. This award was the first ever presented by the Legal Marketing Association to a firm outside the legal industry for excellent work relevant to the professional services industry. The Your Honor Award reception and awards presentation took place on February 26, 2009 at the Intercontinental Hotel in San Francisco.

In presenting the award to Len Auletto, Chief Marketing Officer of the firm, Betsi Roach from the national LMA organization said that the judges' felt the Hood & Strong campaign was "clever, memorable, had short strong copy and was unexpected from a CPA firm. It was also nice that the ads tie together well." When asked to comment on the award, Auletto said, "This award means a great deal to me and our firm. We were fortunate to work with a dedicated team of professionals from the MacKenzie Communications Group right here in San Francisco to develop a message that has resonated throughout the business and not-for-profit communities we serve. We tried to convey the message that Hood & Strong people are approachable and would be fun to work with. The use of humor in our images and messages achieved this goal."

Auletto added, "I also want to extend my appreciation to the Bay Area Chapter of LMA and its board for once again taking the initiative and opening up the competition for marketing creativity to professional services firms outside the legal industry. This provides opportunities to showcase what is being done by marketing professionals throughout the professional services industries."

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***Hood & Strong LLP was founded 92 years ago on the premise of delivering high-quality accounting services to prominent individuals and family-owned companies. Since 1917, Hood & Strong has grown to serve the comprehensive financial needs of a diverse range of clients throughout the Greater Bay Area, offering a full complement of tax, audit, business consulting and wealth management services from offices in San Francisco, Redwood Shores and San Jose. For more information, please visit [www.hoodstrong.com](http://www.hoodstrong.com).***