

LONE STAR RAIL DISTRICT

Announcement: March 5, 2010 Board Meeting

LSTAR Brand Receives Two Awards

Texas Public Relations Association – Silver Spur Award – Corporate Identity

In late January, TateAustinHahn was notified that Lone Star Rail District and the LSTAR received a Silver Spur Award from the Texas Public Relations Association in the Corporate Identity category. A Silver Spur is the top award given in the competition and honors outstanding professional achievement in developing and implementing significant public relations programs or projects for employers or clients. A winning Silver Spur entry clearly demonstrates that sound public relations objectives and philosophy were incorporated into the program and that high standards of research, planning, execution and evaluation were met. The Corporate Identity category is defined as a communications program or project designed to develop and/or promote a company's brand to its constituents. The Silver Spur/Best of Texas Awards recognize the finest work produced each year by public relations professionals throughout the State of Texas. The Texas Public Relations Association of Texas (TPRA), founded in 1954 and Texas' only statewide public relations organization, conducts the competition.

2010 Austin ADDYs

In late January, TateAustinHahn, Sanders\Wingo and DandyIdea were notified that the LSTAR logo was selected to receive a Silver ADDY Award from the Austin Advertising Federation. The ADDY was picked up at the 2010 Austin ADDY's ceremony on February 12th, which showcased Austin's best creative advertising work and applauded the winners who will now go on to compete at the regional and national levels. The LSTAR logo will soon be entered into the regional ADDY competition and, if successful, it will then be entered into the national ADDY Awards, the ad industry's largest and most competitive creative competition, which draws 60,000 entries nationwide every year.

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