

Interbrand

Interbrand Wins Four American Package Design Awards

Cincinnati, Ohio (January 21, 2011) – Interbrand, the leading brand consultancy, has been named the winner of four American Package Design Awards for excellence in packaging, point-of-sale and visual merchandising.

Interbrand was cited for its innovative packaging design for Wrigley's Orbit gum, Wrigley's 5 React gum, Life Savers Gummies candy, and Puffs "Blossom" tissue boxes.

The American Package Design Awards, presented annually by *Graphic Design USA*, spotlights areas of growth and opportunity for graphic designers, recognizes the best work being done, and emphasizes the value of design to business and society. Winners receive an embossed Certificate of Excellence for each piece selected and become eligible for reproduction in the *GDUSA American Package Design Awards Annual*.

About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries. The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.

For more information please contact:

Becky Schultz

Interbrand

859-342-9133

rebecca.schultz@interbrand.com