

## Tipton Communications Records Highly Successful 2010

NEWARK, Del., January 28, 2011--Tipton Communications, a national employee communications, public relations and marketing agency, today described 2010 as one of the firm's most productive and project-intense years in its history.

Citing work ranging from the development of strategic employee communications plans and campaigns to complete overhauls of multiple client websites, Tipton Communications President Dan Tipton called the firm's 2010 list of accomplishments "diverse and incredibly rewarding."

"We undertook a very broad range of projects last year that, I think, really demonstrated our firm's capabilities," Tipton added. "Among our new clients were corporations, non-profits, government agencies and leaders in a number of industries. And much of our work in 2010 has already generated additional business this year."

Tipton Communication's 2010 accomplishments included the following:

- development of a worldwide internal communications strategy, implementation plan and executive transition communications plan for **Carpenter Technology**
- the creation and publication of **Blue Cross Blue Shield of Delaware's** online and print open enrollment materials
- design and development of new regional employee communications materials for **Bank of America**
- design and development of government-required community statements for **MBNA Canada Bank**
- management of the production of **Christiana Care Health System's** video celebrating its nurses' receipt of Magnet status from the American Nurses Credentialing Center
- the redesign and re-launch of the website of **Lions Eye Bank of Delaware Valley**, [www.lebdv.org](http://www.lebdv.org)
- the redesign and re-launch of the website of **Ohana Companies**, [www.everybodywins.com](http://www.everybodywins.com)
- management of media relations for the opening of the **Casino at Ocean Downs**
- development of a comprehensive communications plan regarding **Artesian Resources'** expansion to a new market

Last year, Tipton Communications also expanded its staff and received two awards for excellence from the Delaware Press Association, four Hermes from the Association of Marketing and Communication Professionals, two awards for excellence from the National Federation of Press Women and a Davey Award from the International Academy of the Visual Arts. The firm was also cited for excellence in employee communications in the E2E 2010 Communication Awards competition.

"More important, we received excellent feedback and comments from all of our clients and cemented our place as one of the area's leaders in not just employee and benefits communications but in all of the areas in which today's clients seek communications assistance," Tipton said.

### About Tipton Communications Group

Tipton Communications supports its national clients with award-winning business communications services, including employee communications, human resources communications, public relations, marketing communications, intranet and internet design and development, graphic design and strategic communications planning. For more information, please visit [www.tiptoncommunications.com](http://www.tiptoncommunications.com).

#### Contact:

Doug Eppler  
Tipton Communications  
302-454-7901  
[doug@tiptoncommunications.com](mailto:doug@tiptoncommunications.com)  
[www.tiptoncommunications.com](http://www.tiptoncommunications.com)