

Tipton Communications Wins Gold Hermes Award for Employee Benefit Communications

NEWARK, Del., May 27, 2011—Tipton Communications, a Newark, Del. and Philadelphia-based employee communications, public relations and marketing agency, announced today that it has been awarded a gold Hermes Creative Award for its work on BlueCross BlueShield of Delaware’s open enrollment guide. It is the firm’s third consecutive Hermes.

The Hermes Creative Awards (www.hermesawards.com) are presented annually by the Association of Marketing and Communication Professionals (www.amcpros.com), an international organization consisting of thousands of marketing, communication, advertising and public relations professionals. The awards honor excellence in the concept, writing and design of traditional and emerging media.

Tipton earned the gold Hermes in the category “Publications/Benefits” for its management and production of the health care insurance giant’s 2011 open enrollment guide for active employees.

“We’re particularly honored that the association has awarded us consistently over the past few years,” said Dan Tipton, president and CEO of Tipton Communications. “Our goal is to deliver the very best products and service to our clients each and every time they turn to us. It is rewarding to be told our peers in the industry recognize that and feel we’re meeting that goal.”

The firm’s latest Hermes award joins nearly 20 other awards the group has earned in the past three years.

About Tipton Communications Group

Tipton Communications, with offices in Delaware and Pennsylvania, supports its 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.

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