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Visual Purple Takes Top International Creative Award – *The 2009 Summit Creative Awards*

San Luis Obispo, CA –April 30, 2009 –Visual Purple, LLC. is a silver winner in the 2009 Summit Creative Award® competition for its creative work for Battle Command Battle Lab- Huachuca.

The Summit Creative Awards recognizes and celebrates the creative accomplishments of small and medium sized advertising agencies and other creative groups with annual billings of \$30 million or less. Over the fifteen years, the competition has established itself as the premier arbiter of creative excellence for firms of this size.

Entries in 22 creative categories are judged against a stringent set of standards. During the blind judging events (entering company names withheld) judges search for innovative and creative concepts, strong executions and the ability to communicate and persuade.

“Winning a Summit Creative Award is a significant accomplishment. The combination of our excellent judges and the tough judging criteria ensures that only deserving entries receive Summit recognized.” Said Jocelyn Luciano, Executive Director for the Summit International Awards. “It was an exciting year to watch and listen to the judges’ debate the details of individual entries. Making the decisions of which ones receive the top spots is hard.”

This year's creative competition included companies from the following twenty-six countries: Australia, Brazil, Bulgaria, Canada, China, Croatia, Denmark, Egypt, England, Germany, Hong Kong, Ireland, India, Japan, Kuwait, Malaysia, Martinique - French West Indies, Oman, Singapore, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United States and United Kingdom.

Winners were selected in categories that include print, broadcast, emerging media, online advertising, marketing materials, direct mail, green marketing, political, corporate video, public service, best idea never produced, industry self-promotion, and brand redesign.

The Summit International Awards (SIA) organization was founded in 1994. The organization conducts the Summit Creative Award, the Summit Marketing Effectiveness

Award and the Summit Emerging Media Award. The 2009 competition is the 15th year for the creative competition. Additional information about the Summit International Awards organization, its competitions and winning firms can be found on the Summit Awards web site at www.summitawards.com.

About Visual Purple

Visual Purple is an industry leader in advanced simulations and technologies throughout the [Virtual World](#), Embedded and Decision-Based training sectors. The Company's core technologies allow for the rapid development of training objectives within its simulations through a collection of 3D elements, videos, and other high-fidelity content. Visual Purple training solutions allow for the most complex training missions in a manner that is cost and time efficient for the organization and enjoyable and effective for the trainee. Training packages are designed to accelerate the ability of corporate and government employees to master complicated material and increase performance in making appropriate work-related decisions.

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