



MERIDIAN
GROUP

FOR IMMEDIATE RELEASE

February 21, 2008

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**HSMIAI RECOGNIZES THE MERIDIAN GROUP WITH BRONZE AWARDS AT
18th ANNUAL ADRIAN AWARDS GALA DINNER**

NEW YORK, NY (February 21, 2008) –The hospitality sales and Marketing Association International (HSMIAI) recognized The Meridian Group with a Bronze Award in the Positioning category of Advertising excellence, and Consumer Magazine- Individual Unit/Travel Agent Sales/ Group Sales Category for their work with Kiawah Island Golf Resort and its award winning entry in the annual Adrian Awards Competition.

HSMIAI paid tribute to The Meridian Group during the 18th annual HSMIAI Adrian Awards show – a gala black-tie dinner held on January 28, 2008 at the New York Marriott Marquis, which was attended by more than 1,000 hospitality, travel and tourism industry and marketing executives.

These awards were handed out as a part of the 2007 HSMIAI Adrian Awards Competition, the largest and most prestigious travel event of its kind in the world, now in its 51st year.

This year's contest attracted more than 1,300 entries from around the world, with entries judged by teams of experts from all sectors of the industry.

About HSMIAI

HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMIAI's Affordable Meetings. Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region.

For more information on HSMIAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024; fax (703) 610-9005, or visit the web site at www.hsmiai.org

About Meridian Group

Meridian Group-Marketing Communications, one of the fastest growing agencies on the East Coast with offices in Virginia, Florida and New York, specializes in consumer and business-to-business accounts in the financial services, travel and tourism, multi-outlet retail, real estate and industrial/corporate sectors.

The agency has grown from two to more than 50 employees since its establishment in 1980 and has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Grand Furniture, Kiawah Island and Palace Resorts.

Providing comprehensive marketing solutions to clients in North America and the Caribbean, Meridian Group operates under "The Why? Philosophy," an exclusive six-step process designed to uncover the core issues of most communications problems. The agency is a member of TAAN (Transworld Advertising Agency Network). For more information, go to www.themeridiangroup.com or www.launchint.com.