



**NEWS RELEASE**  
For Immediate Release

## ***Standard General Inc. Edmonton Wins Construction Marketing STAR Award***

St. Albert, Alberta—November 9th, 2012—Standard General was recently recognized by the Construction Marketing Association (CMA) annual STAR™ Awards for excellence in marketing.

Standard General was the recipient of the 2012 STAR Award for Internet – Social Profile Design category.

The CMA STAR awards recognize excellence in 16 marketing categories and 81 sub-categories including advertising, branding, website design, social media, brochures, catalogs, new product launches, packaging, photography, promotions, publicity, merchandising, trade shows, videos, employee communications and integrated marketing campaigns, along with the CONSTRUCTION MARKETER OF THE YEAR™.

*“Standard General was recognized as the winner for Internet – Social Profile Design in the construction industry,” states CMA Chairman Neil M. Brown. “The CMA STAR Awards showcase the very best in marketing, effectiveness and creative execution.”*



### **ABOUT CMA**

*The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. CMA sponsors the annual STAR Awards, and the Certified Construction Marketing Professional (CCMP) program. Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://www.ConstructionMarketingAssociation.org). The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages.*