

Built to Last Ad Campaign Wins National & Local Awards Recognition

Itasca, III. Itasca, III. (June 9, 2010) – Fellowes, Inc. won three national awards from the Business Marketing Association and two local awards from the Chicago Chapter of the Business Marketing Association for the successful Built to Last Shredder Ad Campaign.

The Business Marketing Association's National Award Competition recognizes the work business marketers and advertising agencies do to engage employees, the sales force, channel partners, government, and consumers. The highest combined score of all the entries within each division determined the "Best of Division" winners:

2010 Business Marketing Association National Award Competition –

Entry	Category
"Quick Change" Video	Video
Fellowes Shredders 2009 SEO Campaign	Natural Search Program
"Built to Last" Airport Diorama	Airport Diorama

2010 Chicago Chapter of Business Marketing Association - Tower Awards –

Entry	Category	Award
"People are Talking" Campaign	Radio	Silver
"Built to Last" Campaign	Print Advertising	Silver

The Fellowes® Bulldog is Back – and He's Tougher Than Ever.

Fellowes® once again prominently featured the Bulldog in the Built to Last Ad Campaign and on all marketing materials for 2010 to represent the World's Toughest Shredders. The Bulldog icon reinforces the Fellowes® brand effectively as a symbol of strength and reliability. Overall messaging also demonstrated a high level of customer satisfaction using excerpts of product reviews from actual shredder owners.

About Fellowes

Fellowes, Inc. is headquartered in the Chicagoland area with fourteen international offices that employ 1800 people worldwide. Fellowes, Inc. offers an impressive range of products to equip the workspace, including paper shredders, binders and laminators, desktop accessories, and record storage solutions. Fellowes products are now readily available in over 100 countries across the globe. For more information, visit www.fellowes.com.