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**Zer0 to 5ive Wins PRSA's Silver Anvil Award for
Integrated Communications: Business-to-Business**

*- Top industry honor recognizes 2008 "Powering Performance" brand leadership campaign for
School Systems group of Pearson -*

PHILADELPHIA, PA, June 8, 2009 – [Zer0 to 5ive](#), a leading strategic marketing and communications firm, today announced that the Public Relations Society of America (PRSA) has honored them with a Silver Anvil Award. Zer0 to 5ive received the award in recognition of its integrated public relations and marketing campaign that helped the School Systems group of Pearson reestablish its' brand leadership and voice in the education technology market.

Considered the icon of best public relations practices, the Silver Anvil is awarded annually to organizations that meet the highest standards of performance in the industry. Symbolizing the forging of public opinion, the Silver Anvil recognizes successful programs that incorporate sound research, planning, execution and evaluation.

"We are thrilled with this industry recognition and with the results we achieved in working with Pearson," said Michelle Pujadas, founder and co-CEO of Zer0 to 5ive. "We believe that the ability to help clients look at their entire integrated communications program is critical, as it ensures a continuity of brand and message that can be effectively measured and managed."

Key elements of the integrated *Powering Performance* marketing and communications program centered on the Powering Performance theme and engaging and informing all of Pearson's key audiences. The campaign also included a major customer migration program, a new web site, ongoing education-leadership initiatives, industry research, consumer surveys and top-tier media coverage.

"Zer0 to 5ive was instrumental in helping our School Systems group articulate and promote a vision and message that not only resonated with customers and prospects, but highlighted the value that the School Systems group brings to market," said Wendy Spiegel, Senior Vice President of Communications for Pearson. "In addition, they were able to help tell the School Systems story through multiple channels from media to advertising, so that the message was not only compelling, but cohesive."

This recognition marks Zer0 to 5ive's second Silver Anvil award in the past five years. In 2004, Zer0 to 5ive received the Silver Anvil Award of Excellence for its work with OraSure Technologies in launching the first rapid HIV test.

About Zer0 to 5ive

Founded in 1999, Zer0 to 5ive is an award winning, privately held national marketing and communications firm that has worked with more than 125 clients, representing a mix of private and public [industry technology leaders](#) and start-up brands. Known for deep technology and vertical market expertise, Zer0 to 5ive excels in building successful marketing and strategic communications campaigns and programs that build brand awareness and grow market share. Specialty services include [market research](#), [strategy](#), [public relations](#), [creative](#), [Chalk Talk™](#), branded [events](#), and [Z5 Media](#). Zer0 to 5ive is headquartered in Philadelphia, with offices in New York, Pittsburgh and Boston. For more information, visit <http://www.0to5.com>.

About the Public Relations Society of America (PRSA)

The Public Relations Society of America (www.prsa.org), headquartered in New York City, is the world's largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA is organized into 109 Chapters and 10 Districts nationwide, and 20 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 302 Chapters at colleges and universities throughout the United States, and one Chapter in Argentina