

PRESS RELEASE

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Indium Corporation Wins Premiere Advertising Award

Indium Corporation has earned the prestigious Pro-Comm Award for the world's first electronics assembly materials online video advertisement. In addition to winning the award, the ad, titled "INDIUM CORPORATION: We Know SMT Inside and Out", was also voted "Best of Division."

Pro-Comm awards are selected and presented by the Business Marketing Association. Pro-Comm is ranked as one of the advertising industry's premier award programs, drawing hundreds of entries annually from business-to-business marketing agencies and clients.



Indium's groundbreaking ad humorously dramatizes the extent to which their engineers go to understand their customers' assembly processes. Rick Short, Indium Corporation's Director of Marketing Communications created the ad concept and directed the production. The ad was filmed and produced by IConnect007, the oldest global online publication serving readers from the circuit board design, fabrication, and assembly industries.

According to Short, *"Conventional promotional tools are getting lost in the crowd. Our video ads cut through the clutter, grab attention, and are now circulated throughout the industry via word-of-mouth - achieving our design goal. Earning this recognition is icing on the cake, and it makes us very proud."*

Indium Corporation's award-winning ad can be found at: www.indium.com/videos/ads

More information:

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Pro-Comm Awards

<http://www.marketing.org/procomm.asp>

Business Marketing Association

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