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FOR IMMEDIATE RELEASE

TWO WEST, INC. RECEIVES GOLD APEX AT DIGITAL SIGNAGE EXPO, 2011
Two West's work for Sprint's Flagship Retail Store Receives GOLD at DSE,
2011

Kansas City - Digital Signage Expo, the only international conference summit & trade show exclusively dedicated to digital signage, interactive technologies and out-of-home media networks, announced the independently judged winners of its Apex & Content Awards for 2011.

Two West, Inc. received a Gold APEX in the category: Non-Interactive, Advertising/Promotional. The content produced by Two West, Inc. for Sprint's flagship retail store, Sprint Studio, received a GOLD Apex award on Wednesday, February 23, 2011.

Two West, Inc. is a retail, shopper-marketing firm specializing in multi-unit retailers. Two West strengthens shopper connections with the retailer through cross-channel promotions and content for all retail experiences. Unlike generalist agencies, Two West services start with shopper insights gained from ethnographic research and Digital Anthropology®.

The Digital Signage Expo, 2011 is currently taking place in Las Vegas, NV and will continue until Friday, February 25, 2011.

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For additional information about this topic, or to schedule an interview with Two West, Inc. please call Lou Thurmon at 816.581.8248 or E-mail at lout@twowest.com



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