

NEWS RELEASE – FOR IMMEDIATE RELEASE

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BAKER & ASSOCIATES DESIGNS WINNING CAMPAIGN

The SINTRA Corporation, a client of Baker & Associates, Inc. was recently honored at the 2001 PRISM Awards. Baker & Associates designed all of the marketing materials for The Village at Hamlin Plantation, which won The SINTRA Corporation the “Best Advertising Campaign for Builder, Community or Master Planned Development.” The PRISM Awards Program was developed in 1988 by the Home Builders’ Sales and Marketing Council to recognize excellence in the field of sales, marketing and promotion of new homes.

Baker & Associates, Inc. is a unique advertising and public relations agency based in Charleston, S.C. Founded by Charlie Baker in 1985, Baker and Associates utilizes a network of freelance consultants to create and execute advertising and public relations campaigns. This concept offers each client a specialized art director/copy writer team selected to meet their individual needs. Additionally, by working with freelance consultants, Baker is able to keep his overhead costs at a minimum, thus passing the savings on to his clients.

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