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**SA Honored With Three Recognition Awards from  
United Way of Central Iowa**  
*United Way Expresses Appreciation for SA's Ongoing Contributions*

(DES MOINES, IA, February 28, 2008) –Strategic America's (SA) ongoing support of United Way of Central Iowa was recognized during the United Way awards luncheon at the downtown convention complex on Thursday, February 21. SA received three honors including the prestigious Impact Award, being named a Pacesetter company, as well as receiving Red Feather recognition.

The Impact Award is presented annually to organizations in recognition of their exemplary ongoing support of United Way, based on number of employees per organization. SA received the Impact Award in the category of companies of 100 or fewer employees. SA's contributions to United Way helped touch one out of every three central Iowans in 2007. The campaign raised a record \$25 million, and led the country in per capita United Way contributions, at over \$57.00 per person.

SA was one of seven companies named a 2007 Pacesetter Company. These organizations model successful United Way campaigns, committing to a 15 percent increase in contributions, as well as starting the campaigns a month in advance. Collectively, the 2007 Pacesetter companies increased United Way's contributions by 23 percent.

The Red Feather distinction is awarded to companies with employee participation of 60 percent or more. Since 2004, Strategic America has had 100 percent employee involvement in United Way. This award recognizes employee giving of \$200 or more per capita, and signifies an increase in employee giving from the previous year.

Strategic America is a Des Moines-based, full-services integrated marketing firm that employs 85 communications professionals. Founded in 1980, SA represents more than 40 diverse national, regional and local clients, focusing on insurance/financial services, business-to-business, and dealer and consumer marketing. SA also is a well-regarded member of the American Association of Advertising Agencies (AAA).

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