



Maloney + Novotny Website Wins National Marketing Award

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CLEVELAND – June 10, 2009 -- Citing a “clean design with clear objectives and nice navigation,” the judges at the Association for Accounting Marketing (AAM) awarded top national honors to the Maloney + Novotny LLC website that was designed by Edward Howard. (www.maloneynovotny.com) The award, given to firms with under \$15 million in revenue, was presented at the AAM’s conference in Austin, Texas on June 4, 2009.

Diane Gallagher, Maloney + Novotny director of marketing said, “We’re glad that the panel of experts appreciated both the brand strategy and the creative design that went into this website. The competition was steep and we’re glad our messages came through in such a persuasive manner.”

Carl Wirtz, the Maloney + Novotny shareholder who led the project explained, “We wanted to showcase our people, their deep experience and excellent reputations, as well as reinforce our long heritage of service to businesses and organizations in the community despite the change in the name of the firm. This award shows that we succeeded and that’s very gratifying.”

The judges spotlighted the website’s “...clean logo and design, nice navigation, easy to find way around.” Another judge stated, “There were very clear objectives and impressive results” which included an almost tripling (282%) of page views and a 158% increase in the amount of time users spend on the site.

Mark Grieves, Edward Howard’s Executive Vice President and Creative Director, and Shane Culey, senior designer, who served as principal designers for the website, stressed the importance of function and design in this and all of their projects. “We wanted to create a clean and easy-to-navigate website that reinforced the Maloney + Novotny brand that we began to establish when we first created the firm’s logo and visual identity.”

About Maloney + Novotny LLC

Maloney + Novotny, represents an impressive 75+ year track record of building strong relationships that help clients achieve their goals. Maloney + Novotny, one of Ohio’s largest regional, full-service CPA and business consulting firms has grown from 60 staff to over 110 in the past year. The firm helps clients achieve financial success – by providing attest, tax and advisory services – through a long-term relationship built on trust and service. Maloney + Novotny is a member of Nexia International, a worldwide network of independent accountants, business advisors and consultants. For more information visit maloneynovotny.com.

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About Edward Howard

Edward Howard leverages the power of communication for its clients, helping them achieve their goals by telling their stories, protecting their reputations, selling their products and growing their value. The firm's specialty is solving complex communication challenges. Founded in 1925, Ohio-based Edward Howard (with offices in Cleveland, Columbus and Dayton) is the nation's longest established independent public relations firm, serving clients throughout the United States. For more information, visit edwardhoward.com.

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