

T.G.I. Friday's Honored for Best Marketing Campaign at 2008 American Business Awards

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T.G.I. Friday's USA was recently recognized at the 2008 American Business Awards, dubbed the Stevie(R) Awards, winning the Best Marketing Campaign category for the company's 'Right Portion, Right Price' initiative.

"It is an honor to have been recognized with this prestigious award," said Andrew Jordan, senior vice president of marketing for T.G.I. Friday's USA. "'Right Portion, Right Price' was a true brand differentiator yet it was the outstanding team of professionals who made the initiative so wildly successful."

The T.G.I. Friday's USA team leads for the "Right Portion, Right Price" marketing campaign were Amy Freshwater, vice president of communication and public relations for Carlson Restaurants Worldwide, parent of T.G.I. Friday's, Scott Randolph, senior director of culinary, R&D for T.G.I. Friday's USA and Rebecca Sieg, senior director of brand marketing for T.G.I. Friday's USA. Freshwater was also a finalist in the Best Communications, Investor Relations or Public Relations Executive category.

The American Business Awards are the only national, all-encompassing awards honoring great performance in business. More than 2,600 entries were submitted for the 2008 American Business Awards, and winners were chosen in more than 40 categories.

Details about the American Business Awards, along with the list of finalists and Stevie Award winners, are available at <http://www.stevieawards.com/aba>.

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