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**WALDORF CRAWFORD WINS THREE TELLY AWARDS FOR  
JENNY CRAIG WORK**

August 31, 2009, Carlsbad, CA. Winners of the 30<sup>th</sup> Annual Telly Awards have been announced. Out of 11,000 entries, Waldorf Crawford's *infomercial* and *webisode* productions for Jenny Craig, Inc., a Division of Nestle Nutrition, were honored in the following categories:

- **30<sup>th</sup> ANNIVERSARY CLASSIC TELLY AWARD - 2009 Jenny Craig Infomercial** (*TV Programs, Segments or Promotional Pieces*)
- **SILVER AWARD - "Activity" Webisode** (*2009 Health & Fitness On-line Video*)
- **BRONZE AWARD - "Ten Tips to Healthy Thanksgiving" Webisode** (*2009 Health & Fitness On-line Video*)

Jenny Craig's head of production, Amy Clay, said, "The creativity Marcia (Waldorf) & Jim (Crawford) brought to our project far surpassed our expectations, and the depth of their industry knowledge showed in the final outcome. We were so happy with Waldorf Crawford we hired them to produce monthly *webisodes* for our website. They have a terrific team."

"We are thrilled to receive kudos from the Telly Awards judges," commented Waldorf Crawford partner, Marcia Waldorf, "because these people are top professionals in the video and film industries. Their acknowledgement is very gratifying."

With offices in Idyllwild and Carlsbad, California, Waldorf Crawford has been a leader in direct response television production since 1989, when Marcia Waldorf produced one of the early television infomercials. Since then, Waldorf and partner Jim Crawford have not only produced award-winning infomercials, they've also helped clients utilize video assets produced for their infomercials across other platforms.

"Forward-thinking marketers like the team at Jenny Craig understand the importance of video in their messaging," added Crawford. "We're proud to see these efforts recognized by the Telly's."

(more)



**WALDORF CRAWFORD & JENNY CRAIG EXECUTIVES CELEBRATE TELLY'S WIN**

Back row (L to R):

Jim Crawford, Partner, Waldorf Crawford LLC

Lisa Talamini, Vice President, Research and Program Innovation, Jenny Craig, Inc.

Scott Parker, Vice President Marketing & New Business Development, Jenny Craig, Inc.

Front Row (L to R):

Steve Bellach, Senior Director North America Marketing, Jenny Craig, Inc.

Amy Sineath-Clay, Director of Advertising, Production & Content Management, Jenny Craig, Inc.

Marcia Waldorf, Partner, Waldorf Crawford LLC

Jericho Tallman, Marketing Communications, Talent/VIP Coordinator, Jenny Craig, Inc.

For more information on Waldorf Crawford LLC, visit [www.waldorfcrawford.com](http://www.waldorfcrawford.com)

For more information on Jenny Craig, Inc, visit [www.jennycraig.com](http://www.jennycraig.com)