

Destination Graphix Named as Finalist in 4th Annual Stevie Awards for Women in Business



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Press Release Summary: Stevie Award winners to be announced in Las Vegas on November 12.

Press Release Body: LEANDER, Texas, October 23, 2007—**Destination Graphix was named a Finalist in the Marketing Campaign of the Year category in the 4th Annual Stevie Awards for Women in Business, presented by Infiniti. The Stevie Awards for Women in Business** honor women executives, entrepreneurs, and the companies they run – worldwide. **The Stevie Awards** have been hailed as **"the business world's own Oscars."** (New York Post, April 27, 2005). Nicknamed the Stevies for the Greek word **"crowned,"** winners will be announced during a gala event at **Caesars Palace in Las Vegas on Monday, November 12.** Nominated women executives and entrepreneurs from the U.S. and several other countries are expected to attend.

More than 800 entries were submitted for consideration in more than 40 categories, including Best Executive, Best Entrepreneur, and Best Community Involvement Program. Destination Graphix, a marketing design firm in Leander, Texas, is a Finalist in the Marketing Campaign of the Year category.

Destination Graphix is being recognized for its marketing campaign for the Greater Leander Chamber of Commerce's 2007-2008 Community Profile and Membership Directory. As a first time publisher for the Chamber's annual directory, **Destination Graphix'** marketing expertise delivered recording breaking results for the Greater Leander Chamber in new memberships, member retention, and directory advertising earning the Chamber an increase of nearly 300 percent in total directory-related revenue. *"Publishing (and working) with **Destination Graphix**, specifically owner, art director, editor and marketing strategist **Gabrielle Melisende**, was exciting, educational and very rewarding,"* says **Mary Bradshaw, president of the Greater Leander Chamber.** *"**Destination Graphix** represented the interests of the Chamber, the City of Leander and our business members to the highest degree of excellence and delivered results beyond our expectation,"* continues Bradshaw.

Finalists were chosen by business professionals worldwide during preliminary judging. Members of the Awards' Board of Distinguished Judges & Advisors and their staffs select **Stevie Award** winners from among the Finalists during final judging.

"To say that I am pleased with the overwhelming success of the Chamber directory's marketing campaign is an understatement," says **entrepreneur and owner of Destination Graphix, Gabrielle Melisende.** *"It proves my company's ability to deliver winning marketing strategies in a big, public way,"* she continues.

Details about **The Stevie Awards for Women in Business** and the list of Finalists in all categories are available at www.stevieawards.com/women.

About Destination Graphix has earned the reputation of Leander's premier marketing design firm since 2005 and delivers award-winning graphic design for print, web and advertising; web site solutions; and marketing strategies. **Destination Graphix** serves businesses in the greater Austin, Texas area including the cities of Leander, Liberty Hill, Cedar Park, Round Rock and Georgetown, and in Tucson, Arizona. **Destination Graphix** is the publisher/editor and designer of the award-winning **Eye On Leander™**, a small business publication promoting economic development in the city of Leander. Learn more about **Destination Graphix** at www.destinationgraphix.com.

About The Stevie Awards
Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Selling Power Sales Excellence Awards. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about **The Stevie Awards** at www.stevieawards.com.

Infiniti is the presenting sponsor of The 2007 Stevie Awards for Women in Business. Supporting sponsor is JetBlue. Media sponsor is Pink magazine. The Business TalkRadio Network will broadcast the ceremonies live nationwide.

About Infiniti
Infiniti offers a full-line of luxury performance automobiles, including the G Coupe and Sedan, the M luxury performance sedan, FX premium crossover SUV, the QX full-size luxury SUV, and the upcoming EX luxury crossover inspired by coupe design. More information about Infiniti and its Total Ownership Experience can be found at www.Infiniti.com.

Web Site: <http://www.destinationgraphix.com>

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