



## **NEWS RELEASE**

### **“Genie Man” Makes Madison Avenue Debut for The Genie Company at Advertising Week**

*Genie Man Competes with Brand Icons at 15<sup>th</sup> Annual Walk of Fame Icon Awards  
and Helps Close NASDAQ*



New York, NY - October 8, 2018 - Advertising Week kicked off its 15th anniversary in October with a twist on its traditional Madison Avenue Walk of Fame Icon Awards. This year the organization added an Icon Gala Awards ceremony celebrating some of the ad world’s most iconic characters.

A red carpet was rolled out at the PlayStation Theater in New York City to start the night. Before the Icon Gala Awards kicked off, the characters struck a pose on the red carpet for adoring fans and cameras. Host David Leisure, legendary fictional spokesperson Joe Isuzu for Isuzu Motors, then presented awards to mascots that went above and beyond on behalf of their brands.

Genie Man, the legendary icon of The Genie Company, maker of millions of garage door openers & accessories since 1954, made his rookie mascot debut. The award for Rookie of the Year, however, went to another legendary icon, Sprout. Under the Green Giant brand umbrella, Sprout also debuted as a physical mascot for the first time and has been well-known in advertising since 1972.

Dave Osso, Genie brand manager, said, “The power of having a long-term recognizable icon for your brand cannot be underestimated. Genie Man gives us a strong visual presence and personality for our company as we promote our smart connected garage door openers. The Genie Man competed and held his own well against these other heavyweight brand icons in terms of presence and recognition.”

Leisure, on behalf of Advertising Week, presented honorary awards in the following categories:

- **Icon Millennium Award:** Michelin Man (Michelin®)
- **Comeback Icon of the Year:** Fudgie the Whale (Carvel®)
- **Rookie of the Year:** Sprout (Green Giant®)
- **Throwback Icon Award:** Trix Rabbit (General Mills®)
- **Gone Fishing: Icon Retirement Award** — Geoffrey the Giraffe (Toys 'R' Us®)
- **Icon for Good: Social Impact Award** — McGruff the Crime Dog
- **Most Valuable Icon:** Smokey Bear (U.S. Forest Service)
- **International Award:** QQ Penguin (Tencent | China)

Also announced were 2018's Madison Avenue Walk of Fame inductees, which included Miss Chiquita from Chiquita Banana and The King from Burger King. Slogan winners were sentimental favorite "I Don't Wanna Grow Up, I'm a Toys 'R' Us Kid!" from Toys 'R' Us, and "Come TV With Us" from Hulu.

The brand icons were also invited to close NASDAQ the following day at the closing bell. Taking his spot at Nasdaq Marketplace Studio in Times Square, Genie Man was awarded a prime position directly behind the podium to help celebrate a successful day on the capital markets.

Initially rolled out at the IDA Expo in April 2018, Genie Man has been a big hit for photo opportunities with individuals and groups who love to post pictures to their professional and personal social media sites, as well as business websites.

"Bringing Genie Man to life from where he normally resides – inside the "N" of our "GENIE" logo, has been a big goal," Osso explained. "We went through dozens of drawing variations to get the one that best captured the essence of the high quality and innovative company he stands for."

Osso added, "We plan to promote the popularity of Genie Man with more appearances at a variety of events. For instance, right before Advertising Week, he was at the Genie 5K Run/Walk event to help raise funds for cancer research, and immediately after Advertising Week, he headed for the California Operator and Door Association event in Long Beach. It's safe to say Genie Man will be racking up some big time frequent flyer miles!"

