



NEWS RELEASE

# ADTRAN Earns Global Recognition for Marketing Excellence

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ADTRAN brand campaigns rewarded for creative advancement of the telecommunications industry

HUNTSVILLE, Ala.--(BUSINESS WIRE)-- ADTRAN, Inc., (NASDAQ:ADTN), the leading provider of next-generation open networking and subscriber experience solutions, today announced that the Muse Creative Awards and American Advertising Federation (AAF) have recognized ADTRAN's creative team with an impressive 15 **awards** for marketing excellence. These awards were based on the creative team's ability to think outside of the industry norm when creating captivating media material to share with its customers.

"The competition for these awards is against the creative teams from the top consumer and commercial brands in the world and earning this recognition is a testament of the drive, professionalism and tremendous talent on our team," ADTRAN Vice President of Global Marketing, Gary Bolton, said. "Year after year, our forward-thinking creative team continues to hone their craft, combining modern, complicated technical ideas with classical art concepts to capture and communicate how ADTRAN is bringing the world together."

The following projects, campaigns and events were recognized:

2019 ADTRAN Creative Services Muse Creative Awards

- Platinum
  - Mosaic Subscriber Experience Suite
  - Co-Op Recruitment Campaign



- Wonder Playing Cards
- Gold
  - Wonder Video Campaign
  - 5G Brochure
  - Hackathon Event
  - Broadband Business Solutions Summit and Connect
  - Electric Co-Op Fiber Forum
- Silver
  - Hackathon T-Shirt
  - Onboarding Video

#### 2019 ADTRAN Creative Services American Advertising Awards

- Gold & Judges' Choice
  - Wonder Video Campaign
- Silver
  - Wonder Playing Cards
  - Broadband Business Solutions Summit and Connect
- Bronze
  - Co-Op Recruitment
  - Electric Co-Op Fiber Forum

The Muse Creative and Muse Design Awards are international competitions for creative and design professionals from all disciplines, who help push the evolution of their industry in a positive direction. "We recognize the breakthrough achievements of these true innovators, who live by the words, 'make the world a better place for all,'" said Kenjo Ong, CEO, Muse Awards. "They have earned this recognition."

Both the Muse Creative and Muse Design Awards are administered and judged by International Awards Associates, and stellar panels of internationally-recognized professionals from both fields. IAA oversees awards and recognition programs, assembles judging panels, and sets rigorous standards for both competitions. The American Advertising Awards are the advertising industry's largest and most representative competition, attracting more than 40,000 entries each year.



## About ADTRAN

At ADTRAN, Inc., we believe amazing things happen when people connect. From the cloud edge to the subscriber edge, we help communications service providers around the world manage and scale services that connect people, places and things to advance human progress. Whether rural or urban, domestic or international, telco or cable, enterprise or residential—ADTRAN solutions optimize existing technology infrastructures and create new, multi-gigabit platforms that leverage cloud economics, data analytics, machine learning and open ecosystems—the future of global networking. Find more at **ADTRAN**, **LinkedIn** and **Twitter**.

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