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JORDAN'S ADVERTISING TO WOMEN INSIGHTS AVAILABLE NOW AT AMAZON.COM

- Jordan offers advice on finding the right voice when advertising to women -

CHICAGO (December 14, 2007) – Tom Jordan's research-based insights about advertising to women are now available in his newest Amazon short, ["That's not a woman baby, that's a MAN!"](#) Jordan, the chairman and chief creative officer at Hoffman York and author of Amazon short, "Taking It From the Streets" and book, "What's a Saatchi and How Come We Have Two of Them," has been a part the agency's ground-breaking research efforts pertaining to advertising to women for more than three years. He gives a glimpse of the research findings through the short, which is available exclusively on www.amazon.com.

Jordan's short addresses how to successfully motivate a female audience through advertising in an industry where 70 percent of all advertising is created by men despite 80 percent of all purchase decisions being made by women.

"We think it's time the world looked at women differently," said Jordan. "It's time to change the advertising industry's habits, embrace the radical audience shift and recognize the buying power of women."

Jordan's short is part of Hoffman York's ongoing efforts to better understand and execute advertising to women. Hoffman York has spent a great deal of time completing research on the topic and working with clients to create ads that will effectively target the women they are after.

"At Merillat Cabinets, advertising to women plays a key role in our brand's success," said Karen Strauss, president of Masco Cabinet Group. "Everyone has ideas about how to advertise to women, but like most companies, we aren't interested in investing in guesswork. Tom's short hits upon several important points including the need to understand what motivates women and what aggravates them. The value of this knowledge is priceless."

More research insights will be available in Jordan's book, "Before you can advertise to a woman you have to walk a mile in her flip-flops...or twenty feet in her Jimmy Choo suede pumps," which will hit bookshelves in late 2008.

Amazon.com launched Amazon Shorts in August 2005 to revive short form literature. Amazon Shorts offers customers a new way to enjoy their favorite authors and to sample the work of new authors through exclusive short-form literature for just 49 cents each. Today, there are 2,207 features available through the Amazon Shorts section including distinguished authors such as Alan Dershowitz and David McCullough. Amazon Shorts are only delivered digitally; there are no printed copies.

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Hoffman York was recognized for creative excellence in 2005 and 2007 with O'Toole Awards. The full-service agency offers a complete array of advertising, public relations and marketing services and is one of the top independent agencies in the country. Hoffman York has offices in Chicago and Milwaukee. The agency's clients include A&W Restaurants, Advocate Health Care, Arlington Park, Egg Innovations, Focus on Energy, Grainger, Guaranty Bank, Merillat and Quality cabinetry, Milgard Windows & Doors, Notre Dame Mendoza College of Business, Reico Kitchen & Bath, Sun-Rich International, Weber Grill® Restaurant, Wisconsin Lottery and Yamaha Outboards. For more information, visit www.hoffmanyork.com.

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