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## ■ Mediastow wins Amec Communication Effectiveness Award for 2008

DUBAI Mediastow, the Middle East's leading media intelligence firm, has won the Amec Communication Effectiveness Award 2008 in the 'Best Use of Integrated Media Evaluation/Research' category. It is the first company in the Middle East to win the honour. The award is recognition of Mediastow's work for Aldar Properties in which they integrated media coverage with surveys.

"To be recognised on a global level is truly a great honour for us," said Mohamed Elzubeir, CEO of Mediastow.

"We teamed up with Mediastow because of their innovative approach," said Shamma Al Nuaimi, Corporate Communications Manager of Aldar Properties.