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Contact: Kate Jennings  
Maricich Brand Communications  
1124 Main Street, Suite B  
Irvine, CA 92614  
Tel. 949-223-6455  
Fax 949-223-6451  
[kate@maricich.com](mailto:kate@maricich.com)

**Maricich Honored by the Healthcare Marketing Report**  
*Agency Wins Three Healthcare Advertising Awards*

**Irvine, CA, May 15, 2008** – Maricich Brand Communications, a full-service marketing and brand development agency headquartered in Irvine, is pleased to announce that it took home three wins at the 25<sup>th</sup> Annual Healthcare Advertising Awards.

In the newsletter category, Maricich was awarded the Gold for its work on the MemorialCare Medical Centers' (Miller Children's Hospital, Long Beach Memorial, Orange Coast Memorial, and Saddleback Memorial hospitals) quarterly newsletters. Gold was also won in the newsletter category for the University of California, Irvine Medical Center quarterly newsletter. A merit was awarded for the web site of Visiogen, Inc., a medical device company based in Irvine, CA. The site can be found at [www.visiogen.com](http://www.visiogen.com).

"We're excited to be recognized by the Healthcare Marketing Report for the work that we have done for MemorialCare, UC Irvine Medical Center, and Visiogen," says Mark Maricich. "These national awards further support our position as leading experts in promoting lifesaving brands." Maricich defines lifesaving brands as those that play an important role in saving lives or restoring quality of life, and includes products and services in the healthcare, medical, pharmaceutical and safety categories.

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**About Maricich Brand Communications**

Maricich, a brand communications agency, specializes in making complex information understandable for organizations that market lifesaving brands, based upon a unique insight of how consumers, professionals, and communities make health and safety decisions. Founded in 1986, Maricich is headquartered in Irvine, California, and has 53 affiliate offices worldwide. Detailed information on the company can be found at [www.maricich.com](http://www.maricich.com).