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Maricich Advertising + Communications Honored With Industry Accolades
Twelve Maricich Projects Win Golden Advocate Awards

Irvine, CA – December 5, 2006 – Maricich Advertising + Communications is pleased to announce that the agency won twelve awards at the 2006 Golden Advocate Awards, hosted by the Healthcare Public Relations and Marketing Association (HPRMA) of Southern California. The award ceremony was held on Thursday, October 26, 2006, at the Dorothy Chandler Pavilion in Los Angeles.

Five of the twelve awards picked up by the Maricich team for their work were gold awards, the highest prize in each category. The following gold awards were received: Advertising, Talbert Medical Group “Rockin’ Seniors” commercial (Single TV/Cable spot); Collateral Material, St. Jude Memorial Foundation Kit (Folded Brochure of Single Sheet); Direct Mail, Talbert Medical Group Mini Guides (Single Direct Mailer or Package); Marketing Program, Pacific Coast Imaging Grand Opening; and Writing, MemorialCare Medical Centers Newsletter.

Additionally, the team picked up five silver awards. These included: Advertising, Pacific Coast Imaging (single newspaper ad); Advertising, Pacific Coast Imaging (Magazine campaign, 2-3 ads in a series); Collateral Material, St. Jude Memorial Foundation Kit; Direct Mail, MemorialCare Medical Centers Newsletter (2 or more Direct Mailers in a Series); and Media Relations, Pacific Coast Imaging Grand Opening.

Honorable mentions were also received for the Maricich team's work on behalf of Pacific Coast Imaging and the St. Jude Memorial Foundation.

About Maricich Advertising + Communications

Maricich, a brand communications agency, specializes in making complex information understandable for organizations that market life-saving 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 46 affiliate offices worldwide. Detailed information on the company can be found at www.maricich.com.

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