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Maricich Wins Top Honors at the Golden Advocate Awards
Agency Takes Home Fourteen Trophies at the Healthcare Public Relations
& Marketing Association's Annual Awards Ceremony

Irvine, CA, April 6, 2011— Maricich Brand Communications is pleased to announce that the agency took home fourteen trophies at the recent Golden Advocate Awards, the annual awards ceremony of the Healthcare Public Relations & Marketing Association (HPRMA). Honoring the best amongst Southern California's healthcare communicators, the 2010 Golden Advocate Awards were held March 31, 2011, at the Rio Hondo Golf Club in Downey, California.

Three gold awards were given to Maricich for the Citrus Valley Health Partners' "Elevating Health Care. Together." campaign—which won first place in the categories of 'Direct Mail Campaign: Two or more direct mailers or packages in a series', 'Direct Mail Campaign: Single direct mailer or package' and 'Marketing Campaign: Overall facility/company marketing program.'

Maricich also took home silver awards for Bausch + Lomb: Akreos MICS iPad Advertisement, Citrus Valley Health Partners: "Elevating Health Care. Together." (poster), Bausch + Lomb: Akreos MICS iPad Trade Show Campaign (show exhibit), ARAMARK Uniform Services: Hospital Web Landing Pages, ARAMARK Uniform Services: Hospital Direct Mail Campaign, ARAMARK Uniform Services: The Gold Standard in Mat Safety, MemorialCare: CareConnection (external newsletter), Citrus Valley Health Partners: "Elevating Health Care. Together." (writing,

direct mail) and Citrus Valley Health Partners: “Elevating Health Care. Together.” (writing, other).

In addition, the team took home bronze Golden Advocate Awards in the internal publication/newsletter category for Torrance Memorial Medical Center’s *OnCenter* and the external publication/newsletter category for the University of California, Irvine - Healthcare: *UCI Health*.

“We’re very pleased with our showing at this year’s HPRMA competition,” said Maricich CEO, Mark Maricich. “But more than anything, we’re proud to help our clients improve health and save lives by promoting their products and services.”

To find out more about Maricich Brand Communications and to see examples of the team’s work, please visit www.maricich.com.

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About Maricich Brand Communications

Maricich is a strategic and creative brand development and marketing communications agency that specializes in promoting health and lifesaving brands—those that play an important role in saving lives or restoring quality of life. This includes launching new products and programs in healthcare, medical, pharmaceutical and safety categories, 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, has 49 affiliate offices worldwide through its membership in the Transworld Advertising Agency Network (TAAN), and is recognized among the leading independent healthcare agencies in the U.S. Detailed information on the company can be found at www.maricich.com.