

NEWS RELEASE

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Sullivan & Associates Receives Davey Award for Online Marketing Campaign

FOR IMMEDIATE RELEASE—Sept. 1, 2007—HUNTINGTON BEACH, Calif.—[Sullivan & Associates](#), a boutique medical communications agency, has won the 2007 Silver Email Marketing Award from the Davey Awards. The Davey Awards competition is known for honoring work produced by smaller agencies with big ideas but smaller budgets. With more than 4,000 entries from around the world, the Davey Awards honors the finest creative work from the best small firms, agencies, and companies worldwide.

Sullivan & Associates received the award for an e-mail marketing campaign conducted for client IMIX Americas, which was distributed in connection with the Radiological Society of North America's 2007 annual meeting. The campaign supported the launch of the company's innovative workstation software for its digital radiography systems.



"We are proud to receive a Davey Award for our work on behalf of IMIX Americas," said Barbara Sullivan, president of Sullivan & Associates. "A critical challenge for early stage medical companies is finding a public relations and marketing resource that fits their needs and budgets. Sullivan & Associates provides early stage companies with high-level strategic guidance and results-driven programs—while making the most of every communications dollar."

The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive

media. Current IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms.

About Sullivan & Associates

Sullivan & Associates is an award-winning strategic medical communications organization offering public relations, marketing, professional and consumer education, clinical publishing, and issue management services on behalf of healthcare clients. Since 1999, the agency has been helping medical companies tell their stories in clear, compelling terms that resonate with important audiences. For more information, visit www.sullivanpr.com.

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