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NEWS RELEASE

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Design Branding & Marketing and Centura Health Take Home Silver in Recent Awards Ceremony

*Denver Marketing, Advertising and Branding Firm Honored for Centura Health 2008
National Bone and Joint Week Campaign*

DENVER, COLO. (Tuesday, October 27, 2009) — Davis Branding and Marketing, a Denver-based, independent, woman-owned, marketing, advertising and branding firm today announced it has been honored with a Silver Medal for its Multi-Media Advertising Campaign for National Bone and Joint Week for Centura Health.

The award was presented at the annual Gold Leaf Award Dinner, held October 22, 2009 at the University Club. The Gold Leaf Awards are sponsored by Colorado Healthcare Communicators to honor professionals in public relations, communications and marketing. Awards were given in 23 categories, including: advertising, collateral pieces, annual reports, communications programs, community relations and media relations.

The Bone and Joint Week campaign utilized print advertising, radio, website, direct mail and electronic and print newsletters to raise awareness of free bone and joint

screenings and health seminars hosted by Centura Health physicians throughout its system of hospitals. The campaign also included a strategic partnership with Royal Crest Dairy that provided free milk to consumers and information about the Bone and Joint Week health screenings.

“This campaign offered a great opportunity to take something traditional, like health screenings, and give it a strategic, fresh approach,” said Andra Davidson, partner, Davis Branding & Marketing. “Health and health awareness is one of our passions, so collaborating with organizations like Centura Health to communicate these important messages is a challenge we embrace.”

For more information about the Gold Leaf awards visit:
<http://www.healthcarecommunicators.org/page.cfm/id/5>

About Davis Branding and Marketing

As an independent, woman-owned, marketing, advertising and branding firm, Davis Branding and Marketing has created award-winning campaigns and advertisements for prominent Colorado education, healthcare and non-profit organizations. Recognized for unparalleled collaboration, innovative ideas, and radiant creativity, Davis is proud to have served the Denver community for more than twenty years. For more information visit: www.thinkingdavis.com, or call 303.399.8111.

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