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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Des Moines advertising firm earns national 'Gold' award for excellence in medical marketing

DES MOINES, IOWA—(July 28, 2008)—Froehlich Communications, Inc. (FCI), a Des Moines-based advertising, public relations and graphic design firm, was recently named a winner in the 2008 Aster Awards program. The annual competition, one of the largest of its kind, allows healthcare organizations and their advertising agencies to compete against similarly sized participants from across the United States.

FCI, together with client Marshalltown Medical & Surgical Center (MMSC), received a Gold Award in the external publication division for the design and development of a fund raising brochure and pledge card to support the hospital's \$1.6 million cardiac catheterization lab capital campaign.

"Froehlich Communications and Marshalltown Medical & Surgical Center are among the best in the nation for healthcare advertising expertise, scoring in the top five percent of all entries," said Melinda R. Lucas, Aster Awards Program Coordinator. "It was an honor to have FCI and MMSC participate in this year's competition. They exceeded the judges' expectations."

Entries in the Aster Awards were judged by a diverse panel of healthcare marketing experts. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal. Winning entries were published in the May edition of *Marketing Healthcare Today*, a national medical marketing magazine.

ABOUT FROEHLICH COMMUNICATIONS, INC.

FCI is a Des Moines, Iowa-based team of professionals providing advertising, public relations, marketing and design solutions to clients in the business-to-business, consumer, healthcare, financial and non-profit sectors. The agency was founded in 1985. Additional information is available at www.froehlichcomm.com.

ABOUT MARSHALLTOWN MEDICAL & SURGICAL CENTER

MMSC is a 124-bed, community-owned, acute-care hospital providing healthcare services to residents in central Iowa. Together with the Iowa Heart Center, MMSC recently opened an advanced cardiac catheterization lab on its campus in Marshalltown, Iowa.

ABOUT THE ASTER AWARDS

The Aster Awards, hosted by *Marketing Healthcare Today* and Creative Images, Inc., is an elite competition recognizing the nation's most talented healthcare professionals for outstanding excellence in advertising. Additional information and a complete list of winners is available at www.asterawards.com.