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## **CORBETT WORLDWIDE WINS BRONZE INTERNATIONAL AWARD OF EXCELLENCE**

CHICAGO, July 9, 2008 — **Corbett Worldwide Healthcare Communications**, a leading advertising/promotions business unit of the Corbett Accel Healthcare Group, received the Bronze International Award of Excellence (IN AWE) from the Healthcare Communication & Marketing Association (HCMA). The award, which was announced at the recent HCMA annual meeting in Dallas, Texas, reaffirms the agency's ability to deliver surprising, relevant, and emotional ideas that are redefining healthcare advertising.

"The award-winning 'Welcome Mat' direct mail program is an example of our healthy collision in action," said Robin Shapiro, Executive Creative Director of Corbett. "This kind of idea results from our unique blend of talent, combining those with traditional pharmaceutical marketing experience with consumer brand-building experts. When this pair comes together, a healthy collision occurs resulting in Fresher, Market-Moving Ideas. Clients tell us that our unique approach is one of the reasons they come to the Midwest — and to Corbett — to build enduring partnerships and build bigger brands faster."

The IN AWE competition attracts nearly 200 companies internationally. This year, the HCMA received more than 900 entries, but only a select few were given IN AWE recognition.

The agency's "Welcome Mat" direct mail program received high marks from the 38 individuals who judged the IN AWE competition. The campaign was designed to encourage physicians to visit the Orenica (abatacept) booth at the American College of Rheumatology

meeting. Corbett had partnered with Bristol-Myers Squibb (BMS) to design a booth in the shape of a house — “The Home of Possibilities” — to emphasize the benefits of prescribing Orencia for mild-to-severe rheumatoid arthritis. Corbett created the mailer to welcome physicians “home.” By the end of the conference, more than 1,000 physicians visited the BMS booth.

Corbett Worldwide Healthcare Communications is a business unit within the Corbett Accel Healthcare Group ([www.corbettaccel.com](http://www.corbettaccel.com)), one of the largest healthcare communications companies in the world and a part of Omnicom Group Inc. (NYSE: OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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