

Corbett Worldwide Healthcare Communications takes home "Best of Show" and 3 other medals at the In-Awe awards!

CHICAGO, August 19, 2009 -- **Corbett Worldwide Healthcare Communications** was awarded an impressive total of 4 In-Awe awards from the Healthcare Communication & Marketing Association, including the prestigious "Best of Show." On June 18, 2009, healthcare marketing and communication professionals from across the nation gathered at the new Westin Hotel in Jersey City, New Jersey to celebrate the year's outstanding work and top healthcare marketers at the 2009 HCMA IN-AWE Awards ceremony. The International Awards of Excellence (IN-AWE) are designed to recognize outstanding strategically-driven creative work as judged by a panel of industry experts. Started in 1985 by the Medical Marketing Association, the long-standing history makes the show a beacon of healthcare marketing recognition.

The Alcon Laboratories Inc. VIGAMOX® Solution "Lion & Hawk" Ad series was voted Best of Show after receiving a gold medal for Best Print Campaign; the VIGAMOX® Solution "Lion" ad by itself won a bronze medal in Best Single Print Ad; and an additional bronze medal was awarded to Corbett Worldwide in the Best Design category.

VIGAMOX® Solution is a topical anti-infective for ocular use. Corbett Worldwide was challenged to differentiate the bacterial conjunctivitis solution from its generic competition by showcasing the outstanding potency and penetration it delivers. The resulting ad features a powerful visual of a drop of VIGAMOX® Solution transforming into a predator – in one case a lion, in another case a hawk. These predators are eager to penetrate and devour pathogens. Beautifully detailed illustration and a muscular headline make the benefit clear. This ad has helped VIGAMOX® Solution continue to be the #1 prescribed ocular anti-infective among ophthalmologists.

Corbett Worldwide also received a bronze medal for strategically designing a standout visual identity through the use of type, color and design for a core program consisting of a series of clinical trials.

The HCMA's event was focused on "shaping the future of healthcare marketing." The recognition achieved shows that for Corbett Worldwide and its Fresher Ideas, the future looks bright.

Corbett Worldwide Healthcare Communications is a professional healthcare advertising, branding and promotions agency within the Corbett Accel Healthcare Group (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). 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.