

## **BARD ADVERTISING HONORED WITH 2007 GOLD AND SILVER ASTER AWARDS**

Minneapolis, MN—June 2007—The Aster Awards announced that BARD Advertising, Inc. was honored with both a Gold and Silver Aster Award in this year's highly regarded competition.

BARD received the prestigious Gold Aster Award for strategically designing and creating a new brand positioning, including logo design that spoke directly to the drug's effectiveness, for the Jazz Pharmaceuticals' product, Antizol—the ONLY antidote approved for ethylene glycol and methanol toxic alcohol poisonings. BARD also received a Silver Aster Award for developing two transplant patient guideline brochures for National Marrow Donor Program.

The Aster Awards is a national level healthcare marketing awards program recognizing healthcare institutions and advertising agencies for excellence in medical marketing. Participants in the Aster Awards compete against similarly sized organizations from all across the United States. Judging criteria includes creativity, layout & design, typography, production, quality and overall effectiveness.

### **ABOUT BARD ADVERTISING**

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It's all about the results!