

## News Release

**For Immediate Release - May 5, 2009**

**Contact:** Melissa Rein  
Rose and Allyn Public Relations  
602-384-4747  
[mrein@roseandallynpr.com](mailto:mrein@roseandallynpr.com)

### **SpinSix Strategic Marketing Nationally Recognized in 2009 Aster Awards for Excellence in Medical Marketing**

Scottsdale-based firm wins third "highest level" gold award for SilverScript enrollment website

**SCOTTSDALE**, Ariz. – May 5, 2009 – SpinSix Strategic Marketing Design, one of Arizona's leading creative marketing firms has once again won the highly coveted Aster Award for its work with SilverScript Insurance Company, a subsidiary of CVS Caremark. The Aster Awards recognize the nation's most talented healthcare marketing organizations for outstanding excellence in advertising and marketing. This year marks the third time SpinSix has won this award for its notable marketing and design work for SilverScript.

SpinSix's winning SilverScript campaign is composed of industry-acclaimed strategic marketing tactics that increase the company's ability to securely manage prescription information and enrollment processes through the web. The award winning SilverScript website has consistently been recognized for its ease-of-use in what is typically a complex government controlled process. SpinSix provides design, development, support, and compliance functions in keeping with the most stringent HIPAA and other security standards.

"We are extremely pleased to have won such an important award celebrating our accomplishments with SilverScript," said SpinSix partner Anthony Helmstetter. "This achievement displays our strong ability to create the safest and most secure web sites for some of the world's most trusted organizations. It is truly a special honor to be consistently recognized for our innovative work by this well-respected industry organization."

With nearly 3,000 entries, participants in the Aster Awards compete against similarly-sized organizations from across the country. As one of the largest industry competitions of its kind, the Aster Awards honor outstanding marketing and advertising professionals in the healthcare field.

The Aster Awards is hosted by Creative Images, Inc., an internationally recognized firm that has specialized in strategic healthcare marketing for more than 16 years. Entries in the Aster Awards were judged by a diverse panel of healthcare marketing experts on criteria including creativity, layout and design, functionality, message effectiveness, production quality and overall appeal. All winners are posted on [www.asterawards.com](http://www.asterawards.com), as well as published in Marketing Healthcare Today, a national healthcare marketing magazine.

-more-

## News Release

---

Page 2 of 2

[SpinSix Strategic Marketing Nationally Recognized in 2009 Aster Awards for Excellence in Medical Marketing](#)

### **About SpinSix**

Since 1996, SpinSix has been helping businesses harvest the potential of their marketing initiatives and brand development. From award-winning design to cutting edge back end development, SpinSix can provide you with a custom-tailored, end-to-end solution that will produce tangible, measurable, and rapid results. As a partner and Gold Level Reseller of ExactTarget Services, SpinSix is now able to extend the ever-growing list of cutting edge, ExactTarget technologies to their roster of clients. For more information, visit [www.spinsix.com](http://www.spinsix.com).

### **About SilverScript**

As a wholly-owned subsidiary of CVS Caremark, SilverScript works together with CVS as the nation's premier integrated pharmacy services provider, combining one of the nation's leading pharmaceutical services companies with the country's largest pharmacy chain. The company fills or manages more than one billion prescriptions per year, more than any other pharmacy services provider.

-30-

For more information, please contact Melissa Rein.