

New Honours for LXB

LXB adds two more international Awards and closes 2009 with 19 prizes on behalf of its clients:

- Bronze Adrian for the integrated campaign and the positioning of the "THE THIRTIES" exhibition, for the National Gallery of Canada
- Certificate of excellence for "Generation S," an internal campaign, which highlighted Synagis' presence of 10 years on the market, for Abbott Canada

The Adrian Awards are an initiative

of Hospitality Sales and Marketing Association International (HSMIA) that aim at highlighting excellence in hospitality and tourism marketing throughout the world. This year, > 1,100 entries were evaluated by the international jury.

The RX Awards, founded in 1986, are an initiative of the RX Club in New York City and reward the best communication works in the pharmaceutical sector at the international level.

Synagis is a treatment aimed at

premature babies to protect them against syncytial respiratory virus

For more information, contact:
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Source: LXB Communication
Marketing

To download the files:

<http://dl.dropbox.com/u/3439742/attachementsEng.zip>

bMod Communications Recognized with Global Award

The international Global Awards were presented in Sydney, Australia on November 3, 2009 and bMod Communications was among the select few winners. The Global Awards recognize creative and marketing excellence in healthcare communications and bMod received one of only two Global Awards presented to Canadian companies. Eight submissions from Canada were selected as finalists, including three from bMod.

The Global Award winning entry from bMod was a deck of tattoo cards created for Celsentri in support of HIV prevention in prisons.

Celsentri was promoted by Pfizer and is now part of the new GSK/Pfizer joint venture—ViiV. The deck of cards was based on tattoo designs and puts forth practical suggestions on stemming the transmission of HIV. One of the cards was designed by a prisoner at the Kingston Penitentiary, whose design was chosen from a number of designs submitted as part of a competition.

The 2009 Global Awards Grand Jury recognized winners from around the world. The US received 11 Global Awards followed by England with seven and Australia

with four. Germany was recognized with three while Canada, Denmark, India and Spain each won two. Italy, Japan, Korea, Singapore, Sweden, Turkey and UAE were each awarded one Global Award.

CPM

For further information about bMod Communications, please contact Eric Frendo or Kathryn Buck at (888) 499-9889 Ext. 284

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