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CORE-CREATE WEBSITE EARNS SILVER RX CLUB AWARD

SOMERSET, NJ, April 6, 2009 — Core-Create, Inc., has earned a Silver Rx Club Award for its website, according to an announcement from Dorene Weisenstein, Executive Vice President and Chief Creative Officer.

The website, www.core-create.com, which features a candy store theme, was evaluated based on various criteria, including consistency of quality, communication effectiveness, aesthetics, use of photography or illustration, presentation of a cutting-edge idea and great copywriting.

“The candy store theme for our company’s website offers a fun and engaging environment for those who are looking to find out more about us,” said Ms. Weisenstein. “Our approach very much mirrors who we are as an agency and the innovation and talent we strive to bring to all of our client efforts.”

“Winning a silver award is very prestigious,” said Darren Kramer, Executive Vice President of The Rx Club Show, which is in its 23rd year. “There are several criteria that factor into the decision, but ultimately we’re looking for the WOW factor, and the Core-Create website has that.”

Core-Create, Inc., is a global healthcare communications company that utilizes the credo of engagement with its clients. “*Engagement*, from our perspective, entails being as emotionally invested in our clients’ brands and goals as they are,” says Ken Ribotsky, Founder and President of Core-Create.

Located in Somerset, NJ, Core-Create, Inc., was named among the top 40 healthcare communications advertising agencies (as listed in *Medical Marketing & Media* 2006). Core-Create, Inc., is part of a group of companies that includes Brandkarma in Santa Ana, CA, and Alpha & Omega (a medical education company) in Somerset, NJ; and is a member of the IN Advertising Network, with 152 offices worldwide. Core-Create offers the highest level of services and creative products, including advertising and promotion, sales force programs, branding design, corporate communications, custom publishing, Web and new media, corporate identity, and medical education.

For more information about Core-Create, visit www.core-create.com.

