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Ascend Integrated Media wins a Platinum 2010 Hermes Creative Award

Overland Park, KS — May 7, 2010 — Ascend Integrated Media is proud to announce that we are the recipient of a 2010 Platinum Hermes Creative Award. The Association of Marketing and Communication professionals' judges awarded a Platinum award in the CD Based Multi-Media category to Ascend's Heartsounds CD <http://hermesawards.com/list.php>.

The Heartsounds CD was created to allow Merck to distribute promotional items at the 2009 American Heart Association Annual Meeting while complying with new, stricter PhRMA codes. Heartsounds reproduces the sounds of hearts of patients with various cardiac anomalies, describes key attributes of those conditions and highlights which sounds cardiologists would key in on as they evaluate their patients. The compact disc contains not only an auditory example of the heart condition but a phonosonogram, which is a visual representation of the audio contained on the compact disc.

About Ascend Integrated Media - Ascend Integrated Media is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services include print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.