

**For Immediate Release**

**SGW Integrated Marketing Communications Wins Major Awards  
at 40th Jersey Awards Show**

*—Television Commercials for Saint Peter’s Hospital win Gold Awards —*

**Montville, NJ (June 24, 2009)** – At this year’s Jersey Awards Show, sponsored by the New Jersey Advertising Club, SGW Integrated Marketing Communications, Inc. “brought home the gold” for its client, Saint Peter’s University Hospital. A sixty-second local spot and a 30-second spot created for the New Brunswick-based hospital combined to win the two first-place awards in the category. The spots were uniquely produced, with the usage of a rare Phantom HD digital camera. One of the features of this special equipment is that it allows for part of the picture to be frozen while another part is in motion. All in all, the agency won a total of eight awards for recognition of its work for some of its other clients. The commercials were created and developed by Niles Wolfson, Chief Creative Officer and Co-founder of SGW and Cesare Pari, Senior Vice President, Creative Director, Mindset|SGW. Together, the team has won hundreds of creative awards over the years.

Those awards included three Silver prizes: one for NVE Bank for its newspaper campaign (Bank Awareness Campaign), another for Delta Dental of New Jersey for its annual report (non-profit color), and lastly, for Mallinkrodt Baker’s media relations (news release/media kit). The Bronze Award winners were Camelback Mountain Resort’s interactive media (Web site design, consumer), LeCroy Corporation’s public relations plan/campaign and a TV Institutional PSA for Delta Dental’s Oral Cancer announcement program.

***About SGW***

*SGW is a full-service Integrated Marketing Communications firm with in-house expertise in research; creative design; Web site design, development, and hosting; online promotion; public relations; media planning; and video and multi-media production. All*

*of our groups either work independently with clients or as part of one agency of record team.*

*For more information, visit [www.sgw.com](http://www.sgw.com).*