



## NEWS RELEASE – FOR IMMEDIATE DISTRIBUTION

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### **CME Outfitters Design Group Wins Dual 2007 American Graphic Design Awards**

*International direct mail and website design projects honored in national competition*

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Rockville, MD— CME Outfitters, LLC, (CMEO) an independent accredited provider of multidisciplinary continuing education programming and related healthcare communications services, has been selected as a two-time winner in the 2007 American Graphic Design Awards, sponsored exclusively by Adobe Systems Incorporated.

The three decade-old competition is presented by Graphic Design USA (GDUSA) and is open to advertising agencies, graphic design firms, corporate, institutional and publishing in-house departments, and more. It honors outstanding new work of all kinds: print and collateral, advertising and sales promotion, packaging and point-of-purchase, internet and interactive design, broadcast and motion graphics, and corporate identity and logos.

CMEO's winning print design entry ([www.cmeoutfitters.com/global/brochure.pdf](http://www.cmeoutfitters.com/global/brochure.pdf)) is a Spanish-language direct mail brochure for a Central and South American educational series on infectious diseases. The company's winning internet design entry is its professional education website, [www.neuroscienceCME.com](http://www.neuroscienceCME.com), designed in collaboration with Left Brain Media ([www.leftbrainmedia.com](http://www.leftbrainmedia.com)).

"Our designs were recognized as exceptional from among a field of over 10,000 entries nationwide," noted Carolyn Crown, CMEO Manager, Design and Production. "Our work in the niche area of continuing medical education requires that we create print designs that speak directly to a very well-defined and sophisticated audience." Kendall Kirsch, CMEO's Manager of Web Operations/Broadcast Graphics, concurred. "neuroscienceCME.com is less than 12 months old and has already become a respected source of content and education for a very demanding audience: the clinicians, researchers, and educators who make up our user community. Our clean, intuitive design was meant to encourage the use of this portal as a tool to enhance clinicians' practices and improve patient outcomes. We're proud of this recognition."

CMEO's two winning designs will be featured in the GDUSA's *Design Annual*, a 300-page edition published in December, and will be acknowledged at the GDUSA website ([www.gdusa.com](http://www.gdusa.com)).

CME Outfitters develops and distributes live, recorded, print, and web-based educational activities to thousands of clinicians each year and offers expert accreditation services for non-accredited organizations. For a complete catalog of certified activities, please visit **[www.cmeoutfitters.com](http://www.cmeoutfitters.com)**, **[www.neuroscienceCME.com](http://www.neuroscienceCME.com)**, or call **877.CME.PROS** (877.263.7767).

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