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AEGISLIVING AND HYDROGEN WIN PRECIOUS METAL At National Healthcare Advertising Awards Competition

SEATTLE (June 2, 2008) – AegisLiving, a premier seniorliving company, and its agency Hydrogen Advertising, took home four awards for outstanding creative work at the 25th annual healthcare advertising awards sponsored by the **Healthcare Marketing Report**.

A record number of entries, more than 4,400, were submitted to this year's competition, making it the industry's largest healthcare advertising awards competition. A national panel of judges reviewed all entries based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

AegisLiving's 2008 awards included:

- Gold Award for Life's List Magazine Campaign in the Healthcare Institution (non-hospital) category.
- Gold for the Life's List Outdoor/Transit Campaign in the Healthcare Institution (non-hospital) category.
- Bronze for AegisLiving Radio Campaign in the Healthcare Institution (non-hospital) category.
- Merit for Life's List Newspaper Campaign in the Healthcare Institution (non-hospital Newspaper) category.

The campaign, developed for AegisLiving by Hydrogen, delivered its key messages through the approachable, emotion-laden mechanism of active seniors reviewing their personal life's list. Their lists included completed activities, such as "raise two beautiful girls," as well as some life goals that still needed to be checked off, "fly a glider solo" or "fall in love again," for example. All of the work across media communicated that AegisLiving is the place where people make life better.

The Healthcare Advertising Awards is the oldest, largest and most widely respected healthcare advertising awards competition. The awards are sponsored by Healthcare Marketing Report, the leading publication covering all aspects of healthcare marketing, advertising and strategic business development.

About AegisLiving

AegisLiving is a national leader in retirement and assisted living, offering a progressive selection of senior residences to meet the growing needs of today's aging population. Providing the finest in senior lifestyle and living options available, "We're the people who make life better" emphasizing health, quality of life, well being and community. The residences include Signature Living, independent living, assisted living, Memory Care for individuals with Alzheimer's and other forms of memory loss, as well as short term, rehabilitative and vacation stays. AegisLiving is guided by a simple philosophy: strive to treat all people with the highest possible standards. Founded in 1997 and headquartered in Redmond, Washington privately held AegisLiving operates 33 communities in Washington, California and Nevada. More information about AegisLiving is available at www.AegisLiving.com.

About Hydrogen

Founded in 2001 by a group of Seattle's most seasoned advertising and marketing veterans, Hydrogen Advertising provides a full suite of marketing services Web marketing, non-traditional, broadcast print, media planning, PR, DM, campaign measurement, strategic planning – to West Coast companies. The agency's forte is creating integrated marketing programs that deliver specific outcomes. Among the agency's clients are Precor, Kenworth Truck Company, AegisLiving, eBay and Microsoft. Wwwhydrogenadvertising.com.

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