



## Prime Access Inc. Wins Best Multicultural Advertising Award At 2007 Pharmaceutical Advertising and Marketing Excellence Awards (PhAME) Ceremony

# PhAME

**New York, NY, May 17, 2007** - Prime Access Inc. received the First Place award for Best Multicultural Advertising at the 9th Annual Pharmaceutical Advertising and Marketing Excellence Awards (PhAME) for its Spanish-language

campaign entitled "Tell Someone/Cuéntale a Alguien." The campaign, including a 60-second television spot airing on Spanish-language TV networks, has raised awareness among Hispanic women about the Human Papillomavirus (HPV) and its link to cervical cancer.

Prime Access created a multi-channel campaign that includes the groundbreaking TV spot, a national print campaign, community outreach and patient education brochures, which are distributed at physician offices nationwide. The PhAME Awards ceremony took place on May 3rd at the Guggenheim Museum in New York City.



The Pharmaceutical Advertising and Marketing Excellence Awards (PhAME) are the first and most comprehensive awards ceremony focusing on pharmaceutical consumer marketing and communications. It recognizes outstanding achievement in creativity and strategic innovation in generating results for pharmaceutical marketers. Entries are judged based on the creativity and breakthrough execution of the marketing strategy as well as their results in achieving strategy objectives.

See the award-winning TV spot. Click here:

<http://www.primeaccess.net/AgencyWork/AgencyVideo.html>

### About Prime Access Inc.

Prime Access Inc. ([www.primeaccess.net](http://www.primeaccess.net)) is a multicultural advertising agency that offers a unique **URBAN MAJORITY™** approach to advertising, marketing and media services. We link our clients' brands to the values of African American, Hispanic and Gay consumers through a sophisticated mix of touch point management, including targeted advertising, direct marketing, media planning and community outreach. Our clients include some of America's best known Fortune 500® companies and brands.