



## The International Davey Awards Announces 2009 Winners

### Physicians Interactive Wins Two Silver Awards for Integrated Campaign and Self-Promotion

**LIBERTYVILLE, Illinois** (November 3, 2009) – Physicians Interactive has been named a silver award winner of the 2009 Davey Awards in two categories—Integrated Campaign and Self-Promotion. With over 4,000 entries from across the US and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide.

The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including: Sotheby's Institute of Art, Yahoo!, Estee Lauder, *Wired*, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, Alloy, Coach, INDELIBLE, MTV, Victoria's Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others.

"We were once again excited to honor and recognize the amazing work submitted into this year's Davey Awards and are humbled by the exceptional work we have grown accustomed to seeing year after year. This year's competition saw an increasing diversified pool of entries and the high quality of work continues to push the limits of creative possibilities throughout the industry," noted Linda Day, Executive Director of the IAVA. She added "Even in these tough economic times, we continue to see top notch, high quality work being submitted, which is a true testament to the dedication and capabilities of our entrants."

The Davey Awards honors the "Davids" of creativity, the smaller agencies, companies, or organizations with annual billings or revenues below certain levels. Each year, The Davey Awards honors winners who derive their strength from big ideas, rather than big budgets. The Davey Awards is judged by the International Academy of the Visual Arts, an invitation-only organization consisting of top-tier media, advertising, and marketing professionals from the world's leading organizations and firms.

#### About Physicians Interactive

Physicians Interactive is the leading digital sales and marketing partner for life sciences companies seeking to reach physicians and other health care professionals. Since 1996, PI has developed more than 1,000 online programs for more than 150 brands throughout every stage of the product life cycle. PI's client list includes nearly 75 pharmaceutical, biotech and medical device companies, including nine of the top 10 worldwide pharmaceutical corporations. The company has become a trusted resource for health care professionals, evidenced by its database of providers, the largest in the industry. PI is owned by Perseus LLC, a merchant bank and private equity fund management company. For more information about Physicians Interactive, visit [www.physiciansinteractive.com](http://www.physiciansinteractive.com).