

For Immediate Release

Contact:

Nick P. Ulrich, Senior Partner
UlrichPinciotti Design Group
419.255.4515
nick@updesigngroup.com



UlrichPinciotti Design Group Named Winner in 18th Annual National Mature Media Awards Program

TOLEDO, OHIO - May 29, 2009 - UlrichPinciotti Design Group was recently honored in the 2009 National Mature Media Awards Program. Presented by Mature Market Resource Center, a national clearinghouse for the senior market, the program recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults.



Among the recognition received by UPDG was a Silver Award for the Presbyterian Villages of Michigan 2007 Annual Report; a Bronze Award for Sunset Retirement Communities' *Embrace Aging* marketing brochure; and a Merit Award for Presbyterian Villages of Michigan's *Choices* campaign for The Village of Redford.

"We were excited to take part in the Mature Media Awards Program, and were honored to be selected as a winner," said Joe Pinciotti, Partner and Creative Director.

"Our niche in the senior living industry has given us a great opportunity to showcase our skill and expertise in this fast growing segment of the population." added Partner, Nick Ulrich.

Nearly 900 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

UPDG offers creative, high quality and cost-effective marketing and communication design solutions for a wide variety of clients. The firm focuses primarily on corporate identity development, brochure and collateral piece design, development and implementation of marketing strategies, web design and other advertising services.

For more information, log on to updesigngroup.com.

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