

PRESS RELEASE

May 2, 2001

Shortt Communications Group and Willingway Hospital Take the International Gold Award for the Best Hospital Television Advertising Campaign.

It was announced today that Shortt Communications Group, Ltd. was awarded the International Gold Award for their series of television commercials for Willingway Hospital. The Gold Award is the highest award presented in the worldwide competition. Willingway Hospital is a drug and alcohol treatment facility located in Statesboro, Georgia. The *Healthcare Marketing Report*, the national newspaper of healthcare marketing, administers the Healthcare Advertising Awards. This was the eighteenth year of the Healthcare Advertising Awards, which is one of the ten largest advertising awards competitions in the world. The 2001 competition had over 3,000 individual entries, which were judged and reviewed by an international panel of industry experts.

Michael Shortt of Shortt Communications Group, Ltd. was the writer, producer and director of the series, which was produced by Tandem Productions of Savannah, Georgia. The campaign entitled "Quietly Saving Lives" is comprised of five thirty second commercials that demonstrate the hope and redemption that freedom from addiction offers those who seek and successfully complete behavioral treatment. The spots were produced in the Savannah area and feature several local actors and locations. The spots are now running in selected markets throughout the Southeastern United States.

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