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ScienceMedia Wins 2003 Medical Marketing Association IN-AWE Gold Award for Animation

San Diego – June 9, 2003 - ScienceMedia has been recognized by the Medical Marketing Association as an IN-AWE award winner in two separate categories. In a field of nearly 900 entries in over 35 categories, ScienceMedia's "*Viracept: The Molecular Story*" produced for Agouron/Pfizer, took the gold award in the Graphics/Design:Animation category. The company also received a silver award in the Interactive:Exhibit Kiosks category for its *Interactive Laptop Display* developed for Affymetrix, Inc.

"ScienceMedia has intelligently translated high science into commercially valuable animation. In winning these two Medical Marketing Association IN-AWE awards, a subset of their peers and potential customers has acknowledged their outstanding work." - Michael W. Young, President of the Medical Marketing Association.

"We are very pleased and proud to be recognized as a leading creative developer in these categories. The projects were very successful for our customers, and that is what counts." – Michelle A. Youngers, President and CEO of ScienceMedia.

Based in San Diego, ScienceMedia's specializes in unique approaches in telling the science story behind biopharmaceutical and medical device products. Since 1995 ScienceMedia has been a leader in creating electronic based science education for New Media Marketing and eLearning applications. Expert level science and technology in-house, combined with experience in instructional design result in the best design elements to enhance marketing messages, shorten the sales cycle and achieve identified learning outcomes in training applications. Multimedia applications include 2D and 3D animation and interactive or simulation based learning.

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