

FOR IMMEDIATE RELEASE

ScienceMedia Wins 2005 IN-AWE Award From Medical Marketing Association

San Diego – June 22, 2005 – ScienceMedia, Inc. announced today that it has been recognized by the Medical Marketing Association as an IN-AWE award winner in an Interactive category. In a field of over 800 entries in over 45 categories, ScienceMedia's "*The Role of Antibodies in Autoimmune Disease*" designed for La Jolla Pharmaceuticals, took the Bronze award in the Interactive: Exhibit Kiosk category.

"ScienceMedia has created an engaging and intelligently told story that has improved understanding among physicians about the root causes of autoimmune disease, and of our company's novel approach to targeted therapy with the application of our Tolerance Technology®" noted William Welch, Vice President of Sales and Marketing for La Jolla Pharmaceuticals.

"We're extremely honored to be recognized by MMA for this project," says Michelle A. Youngers, President and CEO of ScienceMedia. "The series of educational multimedia animations we created for our client were well received at multiple major medical conferences and it is gratifying to see our team's creative work being recognized."

Based in San Diego, ScienceMedia specializes in unique approaches in communicating the complex science behind pharmaceutical, biotech, medical device, and consumer health companies. ScienceMedia has been developing award winning multimedia for education based marketing and training since 1995. Expert level, in-house science and technology, combined with an instructional design approach grounded in current research, results 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, molecular simulation, video integration and interactive or simulation based learning.

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