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NEWS RELEASE

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Figment Creative Group Receives Award in Worldwide Print Competition

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Figment Creative Group, in cooperation with Newcomb Print Services received an award for outstanding achievement in Other Special Finishing Techniques in the 2000 Premier Print Awards with their submission booklet "Generations of Healing; A Centennial Celebration" for the LaPorte Hospital Foundation. The Premier Print Awards, the graphic arts industry's largest and most prestigious worldwide printing competition is hosted by the Printing Industries of America (PIA).

"We're so proud of our winning team," said Polly Liebig, president of Figment Creative Group. "It's an honor to be recognized by the industry as an agency that produces top quality, award winning material for a very special client, LaPorte Regional Health System."

Ray Roper, PIA's president and CEO agrees. "The field of entries was very impressive this year. The hard work and determination of Figment Creative Group and Newcomb Print Services enabled them to produce an award winning piece in the face of some very stiff competition."

The Premier Print Awards is the printing industry's oldest and largest worldwide graphic arts competition. In its 50th year, the competition recognizes those responsible for the creation and production of exceptional print communications.

The Figment Creative Group is in the vanguard of a new breed of advertising organizations. The lineup features creative bohemians including full-time account managers, marketing brainiacs, artists, designers, writers, photographers, as well as printers, website gurus, computer geeks and other beautiful minds. Every member has years of agency or corporate experience. All are skilled professionals. The goal of Figment's virtual agency is to give the client the freshest creative solutions without expensive agency overhead. We get to avoid "designated casual days," and "tight shoes" says Liebig.

For more information on the Figment Creative Group, contact Polly Liebig at 219-872-5894 or at www.figmentcreative.com.

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