

EGO Factory

April 21st 2004

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FOR IMMEDIATE RELEASE

Brent Bolton, in conjunction with Ignite Health Wins DxMA Award for Genomichealth.com, Created on Behalf of Genomic Health, Inc.

Indianapolis, IN (April 21, 2004)—The Diagnostic Marketing Association (DxMA) Awards, honoring the finest communications efforts in diagnostics marketing, presented Ignite Health with a 3rd place award for the 2003 judging period. This competition continues to draw outstanding entrants and has grown to reflect all areas of marketing by companies of every size and scope. Genomic Health, Inc., a life science company founded in August of 2000 and located in Redwood City, California, conducts sophisticated genomic research to develop clinically validated molecular diagnostics, which provide individualized information on the likelihood of disease recurrence and response to certain types of therapy. “Working with Kane and Finkel on TransplantExperience.com is a perfect example of EGO Factory’s ability to work in a vendor capacity for a well known and respected Ad Agency to successfully complete an award winning healthcare website” remarked Brent Bolton, Chief Creative Officer of EGO Factory “we look forward to many more successful projects as an Ad Agency vendor, knowing our online marketing and interactive expertise can strongly support any advertising plan from small to enormous”.

To see the award-winning Web site, please visit:

<http://www.genomichealth.com>

About EGO Factory

EGO Factory is a full-service interactive agency that offers web site development, web maintenance, business-class hosting, consulting and online marketing. EGO Factory was formed in April 2003 with a commitment to develop high quality online and offline solutions to meet client needs, provide results and surpass expectations. Like in any business, in the world of interactive media there is a constantly evolving set of rules and standards. EGO Factory takes pride in being on the leading edge of those interactive media standards, in order to keep their clients' businesses on top of the marketplace. Working with EGO Factory, clients enjoy an unsurpassed level of quality, consistency and efficiency, while fulfilling their interactive and traditional marketing needs.