



PRESS RELEASE

For Immediate Release

JCI Design Dominates Detroit IABC Renaissance Awards

Dearborn, MI (July 9, 2007) – The International Association of Business Communicators selected JCI Design as the winner of eleven awards, the most awarded to a single organization, for Outstanding Achievement in Communication at the 27th Annual Detroit IABC/Renaissance Awards.

Winners of the 27th Annual Detroit IABC/Renaissance Awards were announced at a special ceremony Thursday, June 21 at the VisTaTech Center in Livonia. In addition to JCI Design, winners ranged from global automotive giants such as DaimlerChrysler and GM, to health care organizations like the Detroit Medical Center and Blue Cross Blue Shield of Michigan, to local marketing agencies.

"JCI Design chooses to participate in this competition because of the high standards IABC/Detroit places on communication," says Jackie McClure, President of JCI Design. Entries for the IABC Renaissance Awards are scored not only on writing and design, but they are also scored heavily on results. This approach, says McClure, supports JCI Design's philosophy: "It doesn't matter how strong the design, it isn't an excellent piece unless it communicates well and gets results!"

The Renaissance Awards honor the area's best communication efforts in more than 45 categories ranging from communication management, including internal and external communications; writing; art/design; print communication; direct mail/advertising and communication technology which includes electronic and interactive. JCI Design received ten category awards for their work for clients such as: DFCU Financial, American Axle & Manufacturing, DMC Sinai-Grace Hospital, Westborn Market and ABN AMRO Mortgage Group. JCI Design also received the highest honor, Best of Show: Publications, for their campaign for *The New Sinai-Grace Hospital*.

About JCI Design

JCI Design, a Dearborn-based firm, has been serving clients throughout Michigan and the U.S. for more than twenty-six years. The firm's clients include Fortune 500 companies as well as start-up and mid-sized businesses and not-for-profit organizations. JCI Design offers a strategic approach to every project including corporate branding and identity packages, annual reports, logo designs, marketing campaigns, web graphics and development, illustration and more.

For more information, visit JCI Design's web site at www.jcidesign.com or call (313) 561-6280.

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