

January 15, 2009

FOR IMMEDIATE RELEASE

Contact: Joe Zagorski

Phone: 214-750-6601

MARKETGARDEN LANDS OMNISYS BRAND REFRESH CONTRACT

(Dallas, TX) Dallas-based integrated marketing communications shop, MarketGarden, LLC, announced today that it has secured a contract from Greenville, Texas-based OmniSYS, LLC to assist in the company's brand refresh program.

OmniSYS provides automated Medicare Part B claims reimbursement solutions to pharmacies and managed care organizations nationwide.

The work will consist of redesigning the OmniSYS website, collateral, sales support and brand messaging elements to reflect the goals of company's new owners, CIC Partners of Dallas, Texas.

MarketGarden won the business in a competition involving three other local advertising agencies.

"We chose MarketGarden because they not only demonstrated an understanding of our business and ability to provide high quality work, they aggressively pursued us from the start," said Tricia Fringer, OmniSYS CEO. "It was a good fit."

MarketGarden launched the program with an initial round of research, leading to concept testing via an online panel of actual customers.

"We are extremely pleased to be working with OmniSYS," said Joe Zagorski, MarketGarden partner. "Their combination of customized solutions and results-oriented reimbursement services form the basis for a compelling brand story. We look forward to developing the message."

MarketGarden was founded in 2004 to provide marketing, media and creative services to small- and medium-sized businesses in the senior care and high technology market spaces. For more information visit [www.marketgardenllc.com](http://www.marketgardenllc.com).

Over the past 25 years, OmniSYS has been a provider of systems and services to pharmacies, health plans and other organizations that use healthcare claim processing services. For more information on OmniSYS, visit [www.omnisys-llc.com](http://www.omnisys-llc.com).

###