



Baxa Corporation
14445 Grasslands Drive
Englewood, CO 80112

tel: 303-690-4204
fax: 303-690-4804
baxamail@baxa.com
www.baxa.com

NEWS RELEASE

IMMEDIATE RELEASE
27 April 2009

Baxa Corporation Wins Two 2009 Colorado BMA Gold Key Awards

Baxa Corporation campaigns awarded 2009 Business Marketing Association Gold Key Awards for Product Literature and Websites/Search Engine Marketing.

Englewood, Colo. – Baxa Corporation, a Denver-based manufacturer of software and devices for healthcare systems, has won two Business Marketing Association Gold Key Awards for 2009. The awards – both silvers – were awarded under *Product Literature* for the Baxa corporate capability brochure and *Web Sites/Search Engine Marketing* for its in-house produced STAR Center Web site. The 2009 Gold Key Awards featured more than 50 awards from the 43 award categories, as well as five *Best of Show*.

The BMA Gold Key Awards are one of Colorado's most highly acclaimed marketing competitions, with entries reviewed by a panel of six independent judges from across the US. Winners were honored during a ceremony held on April 24th at The Curtis Ballroom of Comedy Works South in Greenwood Village.

The strategy for the award-winning Baxa Web site focused on the design and implementation of a straightforward user-centric tool for the STAR Center training facility that could easily disseminate large amounts of information without overwhelming the user. According to Eric Brettillo, Director of Baxa Creative Services, "The addition of enhanced interactive elements and unique, downloadable content to the site served to not only inform users, but increase the duration of their time using the site and encourage repeat visits." Following the launch of the revised site, class maximums were increased to accommodate additional demand, and courses were filled to capacity for the remainder of 2008.

The second award winner was developed for use in high-level relationship building among investors and business partners. Created in partnership with Burns Marketing, the corporate brochure is used for public relations and recruiting efforts, in addition to positioning the company for future growth. The design of the corporate brochure contrasted dramatic imagery with white space and clean design lines to present the "story" of Baxa and the balance of work and life among its associates. The popular piece was used in due diligence for the company's 2009 acquisition of ForHealth Technologies.



Baxa Corporation
14445 Grasslands Drive
Englewood, CO 80112

tel: 303-690-4204
fax: 303-690-4804
baxamail@baxa.com
www.baxa.com

NEWS RELEASE

BMA Gold Key Awards
Page 2

This is the third year that Baxa Corporation's award-winning in-house design team has participated in the Colorado BMA Gold Key event. Previous awards include a 2008 *Best of Show* award for integrated campaign strategy. For a complete list of winners, visit http://www.bmacolorado.org/goldkey/cf_winning_entries_list.cfm.

About Baxa Corporation

Baxa, a customer-focused medical device company, provides innovative, solution-based technologies for medication handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging, and administration of medications. Key products include the PadLock[®] Set Saver, Rapid-Fill[™] Automated Syringe Fillers, Exacta-Med[®] Oral Dispensers, MicroFuse[®] Syringe Infusers, Repeater[™] Pharmacy Pumps, and Exacta-Mix[™] and MicroMacro[™] Multi-Source Automated Compounders; used worldwide in hospitals and healthcare facilities. Privately held, Baxa Corporation has subsidiaries and sales offices in Canada and the United Kingdom; direct representation in Austria, Belgium, Finland, France, Germany, Luxembourg, The Netherlands and Switzerland; and distribution partners worldwide. Further information is available at www.baxa.com.

About Colorado BMA

The Business Marketing Association (BMA) is a national organization that unites professionals who specialize in business-to-business marketing and communications. The Colorado Chapter has more than 350 members and has been named the "Chapter of the Year" thirteen of the past fifteen years. The BMA Gold Key Awards is Colorado's most prestigious competition dedicated solely to business-to-business marketing. For more information, please contact Marilee Yorchak at 303.607.9957 or email info@bmacolorado.org.

###

Contact:

Marian Robinson, Vice President, Marketing
Baxa Corporation: 800.567.2292 ext. 2157 or 303.617.2157
Email: marian.robinson@baxa.com

Maggie Chamberlin Holben, APR
Absolutely Public Relations: 303.984.9801 or 303.669.3558
Email: maggie@absolutelypr.com