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## Press Release

### Charlotte Radiology Takes Four out of Seven Marketing Awards

**CHARLOTTE, N.C. – April 9, 2008** – The marketing team for Charlotte Radiology has taken home four awards given by the Radiology Business Management Association (RBMA). Presented last week at a conference in Austin, TX, RBMA's Quest Awards recognize excellence in marketing programs and strive to educate radiological-marketing professionals.

"We realize how important marketing is today in this competitive healthcare world," said Katie Robbins, Marketing Director of Charlotte Radiology. "It's a great honor to know our peers see what we're doing as successful."

The Quest Awards are divided into six categories plus a People's Choice award. Charlotte Radiology took home top honors in:

- **Web site:** [www.charlotteradiology.com](http://www.charlotteradiology.com) – awarded for creativity, ease of navigation; and informative and educational content
- **Advertising:** for their "Beautiful in Nature, Not on You" Vein and Vascular Center campaign – awarded for creativity/originality/entertainment value, spot allocation and use of budget; and informative and educational content
- **Cause-related marketing:** for their "Beat Cancer" breast cancer awareness campaign – awarded for overall campaign performance and integration with broader marketing objectives
- **People's Choice:** for their "Beautiful in Nature, Not on You" Vein and Vascular Center campaign – voted by conference attendees as the top favorite campaign.

Charlotte Radiology received the 2008 Quest Awards at a ceremony April 3, 2008. Approximately 30 groups entered this year's competition, with almost 90 marketing pieces entered. This is the fourth year RBMA has given Quest Awards. Last year, Charlotte Radiology brought home three.

Charlotte Radiology has been in operations in the Charlotte region since 1967 with 360 employees working in 12 breast centers, six outpatient imaging centers, 10 hospitals and three administration and operations centers.

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#### About Charlotte Radiology

Since 1967, Charlotte Radiology has been considered the area's imaging experts and is one of the largest and most progressive radiology groups in the Southeast. The practice consists of more than 60 board certified radiologists with training in a range of specialties from Mammography to Musculoskeletal and Pediatrics to Interventional Radiology. On the web at [www.charlotteradiology.com](http://www.charlotteradiology.com).