

Tucson, May 10, 2010

## **Ventana Medical Systems, Inc. awarded first place at the 32<sup>nd</sup> Annual Diagnostic Marketing Association (DxMA) Conference and Creative Communications Awards**

On April 7, 2010, Ventana was awarded first place for their 360[view] customer-facing brochure in the category of “In Vitro Diagnostics Entry – Product/Service Brand Creation – Greater than \$100M” at this year’s DxMA Creative Communications Awards ceremony in Philadelphia, Pennsylvania.

Diagnostic Marketing Association, a 37-year organization focusing exclusively on the diagnostics marketing professional, regards “diagnostics” as any device or service that helps define and manage medical practice. This allows both small and large companies to compete in the annual awards. Familiar names in diagnostics and advertising including Siemens Healthcare Diagnostics & Abbott Laboratories, LehmanMillet, and Jocoto annually submit entries in over 20 categories.

“The DxMA awards are the longest-running advertising media competition in the healthcare field,” said Robert McGonnagle, Publisher of CAP Today. “Submissions from both healthcare companies and ad agencies are considered, creating a broad opportunity to showcase the rich talent in our industry. These awards carry a unique prestige because they are judged by objective experts who work both inside and outside the world of diagnostics.”

“It is a great honor to have our work acknowledged by DxMA and industry peers”, said Cathy Gawronski, 360[View] program manager and creative director for the winning project. “This award exemplifies our commitment to building meaningful, sustainable partnerships with our customers in the field of anatomical pathology.”

This piece reveals a unique approach to engage laboratories who are considering visiting Ventana to gain a closer look at products and services. The 360[view] brochure looks and feels like a compact coffee table book. The voice and imagery are personal, direct, and evocative – speaking to clients in their language, and focuses on their unique interests ranging from glass slide reviews, hands-on demonstration of diagnostic platforms to exchanges on lean workflow systems – all part of the Ventana product portfolio.

Through high-resolution photographs of the beautiful Tucson campus, emerging life science technologies, Ventana employees, and cancer patients, the 360 [view] brochure gives the target audience just that – an image of the challenge, the patient, and the possibilities that comprise the Ventana mission – and the basis for its successful partnerships with clients worldwide.

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### **Additional information**

To view the 360[view] brochure, visit [ventanamed.com](http://ventanamed.com).

To learn more about the Diagnostic Marketing Association and the awards, visit <http://dxma.org/>.

### **About Ventana Medical Systems, Inc.**

Ventana develops, manufactures, and markets instrument/reagent systems that automate tissue preparation and slide staining in clinical histology and drug discovery laboratories worldwide. The Company's clinical systems are important tools used in the diagnosis and treatment of cancer and infectious diseases. Ventana drug discovery systems are used to accelerate the discovery of new drug targets and evaluate the safety of new drug compounds. In addition, the Company offers premier workflow solutions designed to improve laboratory efficiency, providing safeguards to enhance the quality of healthcare. Ventana is a wholly owned member of the Roche Group. For more information on Ventana Medical Systems, Inc. visit [www.ventanamed.com](http://www.ventanamed.com).

### **Ventana Corporate Communications - Media Relations**

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