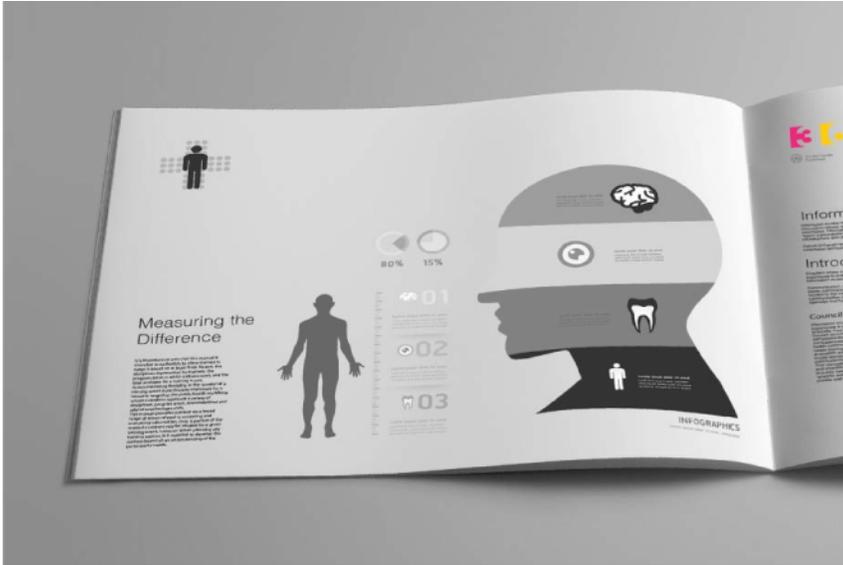


FOR IMMEDIATE RELEASE



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ARTVERSION INTERACTIVE LAUNCHES NEW MICROSITE; DEBUTS HEALTHCARE FOCUSED DIVISION

Creative Agency ArtVersion Interactive is pleased to announce the launch of its fully-responsive website artversionforhealthcare.com. The newly launched site contains extensive content developed in partnership with the ArtVersion for Healthcare & Pharmaceutical team.

Chicago IL - March 2016 - The launch of artversionforhealthcare.com, which offers quick and easy access to essential information on both the award winning creative agency and their services to the healthcare marketplace, is part of ArtVersion's ongoing effort to serve and exceed the creative demands of the healthcare industry and provide quality information to stakeholders worldwide. The site includes industry related projects designed to invite and engage clients to explore ArtVersion's complete range of creative solutions to the Healthcare & Pharmaceutical industries. Technical data, an interactive portfolio and case studies work together to provide a detailed overview of ArtVersion's capabilities across a wide range of healthcare sectors, including biotech, pharmaceutical, patient care and provider services.

The ArtVersion for Healthcare website is designed to assist brand teams, pharmaceutical and biotech companies, health professionals, institutions, and healthcare providers in creating a touchpoint to make well-informed decisions about their branding in the context of the unique needs and goals of the market. Director of Brand Strategy, Lynn Doherty highlights the importance of user-centered campaigns in the healthcare sector; "Humanizing healthcare communications requires a real blend of art and science, identifying the audience, the information architecture and strategy, and delivering a compelling user experience with media that is truly relatable."

The website focuses on the ArtVersion for Healthcare & Pharmaceutical specific brand solutions including product launches, brand asset optimization, web and microsite design and development, logo and graphic design, UI/UX design, customized kits, event media collateral packaging, prototyping and marketing collateral as well as highlighting the specialized creative strategies the firm offers.

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ABOUT ArtVersion Interactive

ArtVersion Interactive Agency is an independent full-service creative agency headquartered Chicago with satellite offices in Portland, Oregon. With over decade long experience, the ArtVersion team works with clients worldwide to craft ideal strategies, visuals, tonality and dynamic messaging ranging from conceptualization, design, layout and content strategies relevant to digital web and print delivery methods.

Read more at: <http://www.artversion.com/about>