



BEST VEIN CARE ENGAGEMENT OF BRANDING EXPERTS

MARCH

March 1, 2008, Miami, FL - Best Vein Care engages Paramount MD to communicate its mission and vision.

A nationally focused health care marketing and communications agency, Paramount MD has been retained by Best Vein Care to articulate the company's brand identity and to provide a common set of references for its online expression.

C. Duane Randleman, Jr., MD, CEO / Best Vein Care

"We were searching for a marketing firm that would help us roll out Best Vein Care efficiently and consistently and our search ended with Paramount MD. We look forward to working with the exceptional creative duo of Sirgado & Sirgado and the entire team at Paramount MD", says Dr. Randleman.

Victor Sirgado, President & CEO / Paramount MD

Communicating every aspect of a client's mission and to communicate it at a level that does justice to the scope of the vision behind it has always been a priority to us. At the same time, we are mindful of the need to ensure a coherent link between the idea and the reality. These considerations result in the development of a fully articulated brand identity for a company right at the outset.

Much of what is commonly perceived as branding will be, of course, visible in the outward appearance of Best Vein Care's communications, and in the interviews and informative content that give an idea of the shape that it will take. We will work closely with Dr. Randleman and his team to ensure that the values and standards collectively identified for Best Vein Care will also define the internal culture of the organization.

The depth and clarity of the Best Vein Care brand will embody a clearly defined container for the value inherent in the idea, concentrating and communicating it in a way that will maximize its utility within the company and to partners and clients around the world.