

**FOR IMMEDIATE RELEASE**

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Jocoto Advertising announced today that the firm has once again garnered an impressive array of industry awards for its work in 2011. The firm captured Gold Awards at this year's Aster Awards honoring work for clients Nevro, Life Technologies and Hansen Medical. The Aster Awards program recognizes excellence in advertising for clients in the healthcare marketing profession and the winning entries are published in a special edition of *Marketing Healthcare Today* magazine.

Jocoto also received a 1<sup>st</sup> place award for work done in support of the launch of Veracyte's revolutionary Afirma Thyroid FNA analysis at this year's DxMA awards honoring the best in marketing for in-vitro diagnostics.

Jocoto Advertising is a full-service healthcare advertising and marketing communications company located San Francisco Bay. The firm specializes in developing strategically driven and highly creative branding, advertising and marketing campaigns for a broad range of healthcare clients marketing their products to doctors, healthcare professionals and consumers.

For more information contact:

Colette Kuhnsman ([Colette@jocoto.com](mailto:Colette@jocoto.com))

Or call: 925.855.7412