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**Christine Arthur Design Group Recognized with the 2008 Silver Communicator Award of Excellence for 3ware Sidecar Ad Campaign**

CUPERTINO, CALIFORNIA – July 14, 2008 Christine Arthur (CA) Design Group, a Bay Area-based graphic design agency, was awarded the 2008 Silver Communicator Award of Excellence, judged by the International Academy of the Visual Arts, for Applied Micro Circuits Corporation's (AMCC) 3ware® Sidecar Advertising Campaign — "*Dream Date*."

"The audience for this advertising campaign was creative content producers who use Apple Mac Pro and Power Mac G5 workstations to produce, edit and externally store their large-file-size digital creations — CA Design's creative *Dream Date* concept delivered right on target," said Charles Eischen, Sr. Marketing Manager at AMCC Storage. "We applaud CA Design Group for their creative instincts and seemingly effortless execution of this award-winning campaign."

Christine Arthur Design Group, founded in 2001 by graphic designer Christine Arthur, specializes in providing marketing communications support for Silicon Valley technology clients. The Agency has a solid track record of delivering compelling graphic design solutions to captivate the target audience and amplify the marketing message.

"Our Agency is a typical target user for this product so we clearly understood the message the client wanted to communicate. It was important that we produce something that would stand out from other storage ads, something that we, as a prospect, would be captivated by," said Christine Arthur, the agency's Owner and Founder. "We are thrilled that our advertising received this prestigious award."

CA Design Group offers integrated marketing communications services. We work with leading high technology and entertainment clients on branding, identity, annual reports, packaging, digital photography, direct mail, trade show signage and web graphics.

To learn more about the agency, contact Christine Arthur at [www.carthurdesign.com](http://www.carthurdesign.com) or call 408.476.1256.