



HERMES
CREATIVE AWARDS

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Christine Arthur Design Group Recognized with the 2008 Gold Hermes Creative Award

CUPERTINO, CALIFORNIA – June 23, 2008 Christine Arthur (CA) Design Group, a Bay Area-based graphic design agency, won the Gold Hermes Award in the 2008 International Competition for Creative Professionals. The award acknowledges the breadth of design capabilities that the agency delivers in Integrated Marketing Campaigns — *Gold Award for the 3ware SAS RAID Controller New Product Introduction*.

“This was a key product introduction for AMCC; we were looking for a new, fresh look for our 3ware 9690SA SAS RAID controllers that would set us apart and set a standard for design in the storage industry,” said Charles Eischen, Sr. Marketing Manager at AMCC Storage. “CA Design Group took on the challenge and delivered a striking look that has had significant and lasting impact. We congratulate Christine and her team on this award.”

Christine Arthur Design Group, founded in 2001 by graphic designer Christine Arthur, specializes in providing strategic design solutions 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.

“We’re delighted to receive this award, and proud of the close collaboration with our clients that ultimately results in award-winning designs,” said Christine Arthur, the agency’s Owner and Founder. “Each element of the campaign — packaging, advertising, collateral, web and trade show graphics — stands out independently; together they present a distinctive and cohesive look for this new product introduction.”

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 or call 408.476.1256.