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**CA Design Group Creates Award-winning Magazine Ads in the UK for AMCC; Recognized with the 2008 Storries V Award for Most Imaginative Storage Advertising Campaign**

CUPERTINO, CALIFORNIA – June 30, 2008 Christine Arthur (CA) Design Group, a Bay Area-based graphic design agency created the Applied Micro Circuits Corporation's (AMCC) "Expand Your Horizons" SAS RAID campaign which received UK-based Storage Magazine's 2008 Storries V Award for the Most Imaginative Storage Advertising Campaign. Charles Eischen, Sr. Marketing Manager at AMCC was in London to accept the award. Runners-up in this category included CommVault, Emulex, IBM, Nexan, Pillar Data, Sepaton and Syncsort.

"Our 'Expand Your Horizons' ad campaign for 3ware 9690SA SAS/SATA RAID controllers definitely stands out from most others I have seen in the storage industry. This award for the most imaginative campaign precisely sums it up for us," said Charles Eischen, Sr. Marketing Manager at AMCC Storage. "We are consistently impressed by the imagination and creativity at CA Design Group and congratulate them on this achievement."

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.

"We are delighted that our work is recognized outside the US. As an Agency we are very aware that we support high-tech companies who operate on a global basis and our creative process ensures that materials appeal to, or can be adapted for the different geographies", said Christine Arthur, the agency's Owner and Founder.

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.