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FOR IMMEDIATE RELEASE

Picture This Completes Website for Ophthalmic Antibiotic Eye Drop

ATLANTA – (February 25, 2010) – Picture This Communications, a leading interactive services company, is pleased to report the successful launch of a new website for AzaSite[®] (azithromycin ophthalmic solution 1%). The website was designed and executed as part of a new branding campaign for the product.

“We’re extremely pleased with the new website which embodies the new branding campaign which is very distinctive and unique in my opinion. I’m delighted that we were able to design and program the site in our content management system – and do so in a way that closely aligns and delivers on the new AzaSite[®] branding campaign”, said Jim Harris, President, and Picture This Communications.

About Picture This Communications

Picture This Communications, founded in 1997, is a provider of strategic interactive “e-business” solutions. Picture This Communications’ core services include interactive marketing strategy, interactive game development, interactive trade show kiosk applications, and custom web applications. For more information about Picture This, visit www.picturethis.org

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