



For Immediate Release

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DAVIES Receives Two Top Awards for Crisis Communications Program

Los Angeles – June 6, 2005 - DAVIES was recently recognized with a PRism, the Public Relations Society of America-Los Angeles' highest honor, and the Healthcare Public Relations & Marketing Association's Golden Advocate Award for DAVIES' crisis communications program in support of St. Mary's Hospital in Grand Junction, Colorado.

These prestigious awards recognize outstanding professionalism, as well as effectiveness in the execution of a communications program in response to a crisis situation that could injure a company's image, reputation, key relationships, marketplace position, financial stability, or stock price.

"Industry awards mean a lot to us, but client satisfaction, effective communication programs with a high ROI, and client testimonials for a job well done mean much more," said Brandon Edwards, principal at DAVIES. "These awards attest to our ability to create innovative strategies that help our clients meet their business objectives even in the most contentious environments."

St. Mary's Hospital, a 346 bed facility with a 105-year tradition, is western Colorado's largest regional medical facility providing the most advanced treatment options available on the Western Slope. Patients from a five state area travel to St. Mary's seeking treatment. The hospital is also one of the largest providers of charity care in Colorado, despite its small town location.

St. Mary's was embroiled in a contract dispute with Anthem Blue Cross, Colorado's second largest healthcare insurer. Anthem was terminating its contract because the hospital would not significantly increase the discount rate for Blue Cross patients. To make matters worse, Rocky Mountain Health Plan's

contract was set to expire 30 days after Anthem Blue Cross' termination and St. Mary's was still smarting from the previous year's contract battle with the local non-profit HMO.

DAVIES is a strategic communications firm founded in 1983, offering public affairs, public relations, marketing, and crisis communications services. DAVIES' client list includes Tenet Healthcare, St. Francis Medical Center, Specialty Health Management, Karl Storz Imaging, MedVantx, Shield Healthcare, ExxonMobil, ChevronTexaco, BP ARCO, The Grupe Company, Del Webb, Centex Homes, Dunmore Homes, Home Depot, Sprint, GTE Wireless, AT&T Wireless, Hyatt Development Corporation, Peet's Coffee, and dozens of others. DAVIES, and its sister agency, The Blaze Company, have 32 professionals working from offices in Los Angeles and Santa Barbara. DAVIES is rated 35th largest independent agency in the U.S. and can be found on the web at: www.daviescommunications.com.

“Our community relations programs identify important community values which allow us to target specific messages to segmented audiences. Individuals support projects for different reasons, and to be successful we need to understand what targeted messages are going to resonate with certain audiences,” said John Davies, Chief Executive Officer and Founder of DAVIES. “We can identify and organize public support and create a potent political force to accelerate the entitlement process, saving our clients substantial sums of money by getting projects approved in a timely manner.”

DAVIES is a strategic communications firm founded in 1983, offering public affairs, public relations, and marketing services. Over the years, the firm has built strong communications expertise by combining the best of politics – focusing on message, targeting, and highly personalized strategy – with the tactics of PR and marketing.

DAVIES has built expertise in four industries – real estate, healthcare, nonprofit organizations, and energy & natural resources – and a roster of real estate clients that includes Sares Regis Group, Capital Pacific Holdings, The Grupe Company, Newhall Land & Farming, Del Webb, Home Depot, Hilton Hotels, Otay Ranch Company, Nuevo Energy Company, Hyatt Development Corporation, Ian Schrager Hotels, Baldwin Homes, Ralph's, The Chadmar Group, Chevron Land and Development, Four Seasons-Biltmore Hotel, Sandpiper Golf Course, and dozens of others. DAVIES has offices in Santa Barbara and Los Angeles, and can be found on the web at www.daviescommunications.com.