



For Immediate Release

**New advertising campaign promotes added specialties,
expanded capabilities, revamped Web site**
FREE gift being offered for first-time Web site visitors

HUNTSVILLE, TEXAS (October 21, 2009) – A new advertising campaign developed to communicate the new services and changes Huntsville Memorial Hospital has implemented to better serve the surrounding community now and in the future, will launch Sunday, October 25.

"Many positive changes have occurred within the last 12 months and we are excited to tell you about them," said Sally Nelson, CEO. "We are spreading the word to the community that Huntsville has an excellent community hospital that's offering an even higher quality care."

The new advertising campaign focuses on the technology and services now available at HMH as well as the specific benefits to the community these services have to offer.

"We are continuing our *Down to earth and up to the minute* message and letting the community know that we are here to serve them," said Karen Bilsing, manager of community relations. "HMH is more innovative and sophisticated than before, but still just as neighborly as the community remembers."

The campaign wants to showcase the passion the HMH team has for the health of the community while reflecting the fact that they are friends and neighbors who excel in providing quality healthcare in Walker

★★★★★

**For doctors and hospital,
it's better teamwork.**

**For the community,
it's just plain better.**

Quality care depends on doctors and hospitals working together. And at HMH, we do. But recently, we took that concept to a whole new level. The doctors and hospital made an agreement to jointly manage hospital operations through a newly formed co-management company, making the medical staff an official part of the hospital management team.

Having everyone on the same team strengthens our ability to improve care and bring new medical services to the community. It also creates new bragging rights for Huntsville, since the co-management agreement is the first of its kind in the U.S.

The details are a bit complicated. But the bottom line is simple: The doctors work more closely with the hospital. The hospital works more closely with the doctors. And all of us work for you.

**HUNTSVILLE
MEMORIAL HOSPITAL**
in affiliation with MEMORIAL HERMANN

Down to earth and up to the minute.
★★★★★

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County.

Part of the hospital's new services includes an updated Web site which is easier to navigate and filled with information about hospital events, classes, procedures, medical staff and more. Through November 30, first time visitors who register when they visit the Web site will receive a free combination mouse pad and calculator. This registration also enters you into a Wii Fit drawing, the videogame that makes exercise fun.

The campaign includes radio, billboard and newspaper advertising along with direct mail outreach. For more information on the hospital's range of services and care, visit www.huntsvillememorial.com.

About Huntsville Memorial Hospital

Since 1927, Huntsville Memorial Hospital has provided benevolent and charitable health care services, setting the standard for quality, proficient health care for the residents of Walker County and the surrounding communities. At Huntsville Memorial, we have great people who are passionate about your health. We have outstanding physicians, motivated leadership, and compassionate staff. We are your friends and neighbors – dedicated to excellence in everything we do – right here at home.

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