



CONTACT:

Amendola Communications

Jodi Amendola, jamendola@ACmarketingPR.com

480.664.8412 ext. 11

FOR IMMEDIATE RELEASE

AMENDOLA COMMUNICATIONS DRAWS INDUSTRY RECOGNITION

Ranked as One of "The Best-of-the-Best" Small IT Public Relations Agencies in U.S.

SCOTTDALE, Ariz. – July 24, 2007 – Amendola Communications, a full-service national public relations (PR) and marketing firm specializing in healthcare, healthcare technology, high tech, financial services and real estate, was recognized today in PRSourceCode's second annual "Top Tech Communicator" study as one of the top five information technology (IT) industry's "Best-of-the-Best" small PR agencies nationwide. Additionally, Jodi Amendola, the agency's CEO, received honorable mention by numerous editors.

PRSourceCode, a content service provider serving the IT journalism, conference, industry accolade, and PR communities, surveyed more than 300 IT journalists for this year's "Top Tech Communicator" study, honoring the top five large, mid-sized, and small PR agencies, as well as the top 15 corporate PR departments. The IT editorial community ranked each winner based upon best overall performance.

"Over the years, Amendola Communications has formed and nurtured a broad range of media relationships," states Jodi Amendola, a seasoned PR professional and CEO of Amendola Communications. "Industry knowledge and experience help us to anticipate reporters' and editors' needs and to deliver what they require. We promote targeted, timely story ideas to generate quality coverage for our clients. This sets us apart from our competition. We are honored to receive the distinction as one of the top five small IT PR agencies in PRSourceCode's 'Top Tech Communicator' study and thank the multiple editors, reporters and freelancers for their votes of confidence."

The ranking identifies PR agencies that add the most value to the editorial processes in terms of responsiveness, reliability, and overall recognition of editorial needs. PRSourceCode's online survey targeted respondents from the IT editorial community including horizontal and vertical IT books, as well as IT reporters at consumer-oriented news outlets.

"PRSourceCode's annual 'Top Tech Communicators' study is a platform for IT journalists to sound off on what the PR industry is doing right," said Steven J. Smith, general manager, PRSourceCode. "According to the IT editorial community, Amendola Communications is a shining example of good PR."

Acknowledging that the industry's kudos to Amendola Communications was well deserved, Mike McBride, editor and chief of *Health Management Technology*, says, "We're always happy to hear from Amendola Communications. *Health Management Technology's* experience with Amendola Communications has been all positive. ~~Always on time and always on target.~~ That's a rare commodity in publishing," continues McBride, whose magazine targets C-level executives, IT directors, and clinical managers in hospitals, clinics, and payer organizations. "Jodi Amendola is a consummate professional and a pleasure to work with."

To access PRSourceCode's "Top Tech Communicators" study, visit <http://www.prsourcecode.com/TopTechCommunicator2007.asp>.

About Amendola Communications

Based in Scottsdale, Ariz., Amendola Communications is a full-service national public relations and marketing firm specializing in healthcare, healthcare technology, high tech, financial services and real estate. It provides personalized service, national and local media and business contacts and customized, scalable business-to-business programs to match client needs. With an in-depth understanding and expertise in the industries it serves, Amendola Communications provides experienced senior level support to generate ongoing results. Service offerings include strategic, counsel, comprehensive public relations programs, marketing, branding and positioning, as well as advertising, design and interactive marketing campaigns. For more information, contact Jodi Amendola at 480-664-8412 ext. 11 or jamendola@ACmarketingPR.com or visit www.ACmarketingPR.com.

About PRSourceCode

PRSourceCode is a Content Service Provider (CSP) serving the Information Technology (IT) journalism, conference, industry accolade, and public relations communities. Founded by practitioners for practitioners, PRSourceCode focuses on rethinking traditional public relations processes and delivering innovative services that re-invent public relations best practices and better serve the editorial community. For more information, visit www.prsourcecode.com.

###