

**CONTACT:**

**Amendola Communications**  
**Jodi Amendola, [jamendola@ACmarketingPR.com](mailto:jamendola@ACmarketingPR.com)**  
**480.664.8412 ext. 11**

**FOR IMMEDIATE RELEASE**

**AMENDOLA COMMUNICATIONS' CEO SELECTED TO PRESENT AT X2HN NATIONAL CONFERENCE FOR TOP WOMEN HEALTHCARE EXECUTIVES**

*Amendola will discuss the value of integrated marketing campaigns*

**SCOTTSDALE, Ariz. – Jan. 22, 2008** – Jodi Amendola, CEO of Amendola Communications, which was recently named a top five information technology industry "Best of the Best" small public relations (PR) agency by *PR Source Code*, has been chosen to present at the second annual X2 Healthcare Network (X2HN) Xscape 2008, January 30<sup>th</sup> through February 1<sup>st</sup> in La Jolla, Calif.

Amendola will present, "The Hidden Secret of an Integrated Marketing Communications Campaign," at X2HN, a not-for-profit exclusive executive women's health network that shares ideas, competencies and resources to improve healthcare leadership, policy and delivery, as well as to encourage professional and personal growth.

According to Chairman of the X2HN Board of Directors Gale Wilson-Steele, "Jodi is a recognized leader in healthcare public relations and marketing and is a welcome addition to our agenda. Her impressive track record and knowledge of healthcare and healthcare technology public relations and marketing has helped hundreds of companies achieve their goals of organic growth, public offering and strategic acquisition. She will provide our program participants with valuable insight into developing and maximizing integrated marketing campaigns."

Jodi Amendola is CEO of Amendola Communications, a national full-service marketing communications firm serving the healthcare, healthcare technology, real estate and professional services industries. In 2006 and 2007, Amendola Communications was ranked as one of the top PR firms in the Valley by the *Phoenix Business Journal*.

Jodi has led campaigns for industry giants and start-up companies, including Cisco, Intel, TriZetto, Carefx, MEDSEEK, AXIA Health (now Healthways), Dermacare Laser & Skincare Clinics, McKesson Specialty, AdvancePCS, Mphasis Healthcare Solutions, CliniComp, Int'l, MedTrackAlert, among others.

This event will take place on Wednesday, January 30<sup>th</sup> to Friday, February 1<sup>st</sup> at the La Valencia Hotel, 1132 Prospect Street, La Jolla, Calif. 92037. For more information on the event, please visit: <http://x2hn.org/xscape/index.htm>. To join X2HN, please visit [www.x2hn.org](http://www.x2hn.org)

**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. The agency was named "Best of the Best" small public relations (PR) agency by *PR Source Code* and was ranked as one of the top PR firms in 2006 and 2007 by the *Phoenix Business Journal*. 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 480-864-8412 ext. 11 or [jamendola@ACmarketingPR.com](mailto:jamendola@ACmarketingPR.com) or visit [www.ACmarketingPR.com](http://www.ACmarketingPR.com).

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