

**FOR IMMEDIATE RELEASE**

**AMENDOLA COMMUNICATIONS GAINS TOP INDUSTRY RANKING  
AS “BEST-OF-THE-BEST” SMALL PR AGENCY**

*Second consecutive year of prestigious national ranking by PRSourceCode*

**SCOTTSDALE, Ariz. – Aug. 13, 2008 – Amendola Communications**, a full-service, national public relations (PR) and marketing firm specializing in healthcare, healthcare IT and technology, has been named one of the information technology (IT) industry’s five “Best-of-the-Best” small public relations (PR) agencies. This is the second consecutive year that Amendola Communications has received top honors in PRSourceCode’s “Top Tech Communicators” study. Additionally, Jodi Amendola, the agency’s CEO and recognized healthcare IT PR veteran, received honorable mention for her personal contributions to the editorial community.

Stated Brent Papson, national account director, PRSourceCode, “Kudos to Amendola Communications, a two-time award winner, for this high achievement. Being lauded by the media is a strong vote of confidence and one of the highest awards that an agency can receive. The prestigious award identifies agencies nationwide that deliver the greatest value to the editorial process and Amendola Communications’ is clearly a leader in its category.”

PRSourceCode, a content service provider serving the IT journalism, conference, industry accolade, and PR communities, surveyed more than 800 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 corporate PR departments. The IT editorial community ranked each winner based upon their overall responsiveness, recognition of editorial needs, reliability, and overall ability to deliver value to the editorial process.

“We pride ourselves on our strong media relationships. We believe that our goal is to make editors’ lives easier by providing them with proactive, customized article pitches, articles, and expert sources -- on target and on time. Amendola Communications has established a national reputation for meeting clients’ and editors’ needs and this two-time award further solidifies our leadership position. Special thanks to all the editors, analysts, freelancers and reporters that we work with day in and day out, who recognize our hard work and dedication. It’s a huge honor.”

Jodi Amendola, co-founder of Amendola Communications, is a seasoned public relations and marketing communications expert with nearly two decades of experience in developing and overseeing strategic marketing and public relations programs for a diversified healthcare, healthcare IT, and technology client base. She has led campaigns for industry giants and start-up companies, including Cisco, Intel, TriZetto, QuadraMed, multiple McKesson business units, CliniComp, MEDSEEK, and MphasiS Healthcare Solutions.

To access PRSourceCode’s 2008 “Top Tech Communicators” study, visit

<http://www.prsourcecode.com/toptechcommunicators2008.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, and financial services. 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 480-664-8412 ext. 11 or [jamendola@ACmarketingPR.com](mailto:jamendola@ACmarketingPR.com) or visit [www.ACmarketingPR.com](http://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](http://www.prsourcecode.com).

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