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Media Contact:

Cynthia Colmenares

925 551 0162

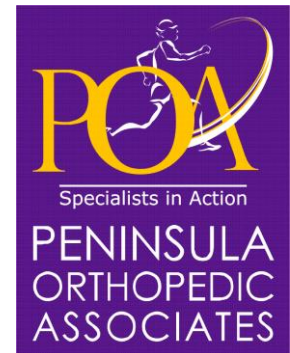
Cynthia@jackfrostdesign.com

Orthopedic Specialists Breaking the Mold

Peninsula Orthopedic Associates launches new Jack Frost Design Brand

This fall Peninsula Orthopedic Associates will launch a new brand which represents a new era for the organization and a milestone in the company's development. So what's changed?

The new brand represents a modern look and message and differentiates POA from other orthopedic practices in the San Francisco Bay Area. The brand is a significant milestone in the company's development and establishment as the Bay Area's leading orthopedic practice providing innovative patient care in for the many baby boomers needing POA's assistance.



Jack Frost Design developed the POA brand after challenging the organization to extend their brand and break the usual medical branding mold in orthopedic health care. "The POA brand is unlike any other medical or health care brand we have developed," said Cynthia Colmenares, CEO of Jack Frost Design. "The POA brand symbolizes a promise that the physicians at POA believe they can deliver and one the organization desires to be a part of. This brand expresses the uniqueness of POA's position to their patients while fulfilling the organization's mission."

POA will move into a new location in November of 2007. The need to change the corporate brand to reflect the importance of these changes was of paramount importance in the development of the new branding. The new tagline of "Specialist in Action" is POA's unique brand promise to its patients and position in the health care industry. It encapsulates and effectively describes how Peninsula Orthopedic Associates combine the talents from within the organization to provide specialized orthopedic solutions which are innovative so the patient can experience a faster recovery period.

Simultaneous with the new brand launch, POA debuts its newly redesigned office location. The new site showcases POA's patient services and quality care as well as their technology services. The new location will provide an excellent environment for more orthopedic procedures to be administered in-house.

About Jack Frost Design

Jack Frost Design, a Silicon Valley based company with a 40 year background in developing and marketing corporate identities. JFD is a U.S. based Microsoft Partner that provides internet and intranet business solutions for the digital age and delivers integrated marketing and IT solutions that achieve strategic, creative and business and marketing ROI objectives.

What makes Jack Frost Design unique is the team of experienced business, IT and marketing professionals they apply to their client's projects. Whether it is a web application, intranet, marketing plan or a new brand, Jack Frost Design makes it happen effectively, professionally and with personal accountability.

JFD is different than many other programming houses or web design studios. You can see it in the way we think. Our management team knows how to fuse functionality, purpose, design and ingenuity into technology-based tools that benefit our clients businesses.