



**FOR IMMEDIATE RELEASE**

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Eleanor B. Meredith, Publisher  
Donna Devaul, Director of Marketing

**THE SENIORCARE INVESTOR WINS GOLD AND SILVER AWARDS AT  
THE 33rd ANNUAL PUBLISHING AWARDS COMPETITION**

**NORWALK, CT – February 15, 2006 – *The SeniorCare Investor* ([www.seniorcareinvestor.com](http://www.seniorcareinvestor.com))**

published by Irving Levin Associates, Inc., won two promotion awards at the 33rd Annual Newsletter & Online Publishing Awards competition, one of the most prestigious and oldest awards in the field, sponsored by *The Newsletter on Newsletters* of Rhinebeck, NY

The firm won a Gold Award for Best Conference Promotion—Electronic for its email promotion of an audio conference presented by the editors of *The SeniorCare Investor* newsletter. “We achieved a record number of conference attendees with this winning promotion. In a fully integrated marketing campaign, this email promotion consistently brought in the most orders and the highest return on investment,” said Donna Devaul, Director of Marketing at Irving Levin Associates.

*The SeniorCare Investor* also won a Silver Award for its Renewal Series. “Our renewal series has grown to include fax, mail and email efforts. In the past four years, renewal rates have climbed 15 percentage points,” said Eleanor Meredith, publisher. “We are thrilled to have our achievement recognized by such an authority on newsletter promotion as *The Newsletter on Newsletters*.”

Since 1948, Irving Levin Associates has provided Wall Street, investors and health care executives with timely, accurate and reliable market intelligence on mergers and acquisitions, venture capital, mortgage financing, private placements, IPOs and secondary offerings. The firm has also won a number of highly coveted editorial awards from the Newsletter & Electronic Publishers Association, a non-profit



international trade association dedicated to the interests of print and electronic publishers of newsletters and other specialized information products. For additional information, call 1-800-248-1668.

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