

---

FOR IMMEDIATE RELEASE

CONTACT: JACKIE CHEN, ANALYST  
UNISON  
202.337.7887  
UNISONAGENCY.COM

# UNISON REBRANDS SAUDI HEALTH CARE INTEREST AVALON PHARMA

WASHINGTON DC, JULY 13, 2007

Unison is proud to announce the successful completion of an extensive branding engagement with Avalon Pharma, a leading Middle Eastern pharmaceutical company based in Saudi Arabia. Looking to revitalize their image in an increasingly competitive and global market, Avalon turned to Unison to embark on a complete redesign of the company's corporate identity and web presence. With a unique contemporary brand extending from their company logo to their extensive line of product packaging, Unison helped position Avalon as a modern and innovative pharmaceutical company capable of providing quality service to the Middle East and around the world.

To kick-off the expansive undertaking, Unison's skilled team of strategists and designers analyzed the strengths and weaknesses of the current Avalon brand, its impact on the global pharmaceutical industry, and its potential reach. A visually dynamic brand message forms the core of the redesign. After designing a corporate logo, which will serve as the universal mark of Avalon, Unison revitalized the packaging design for the company's wide range of products. To better promote Avalon's expansion of product lines, Unison infused the brand's generic packaging with a more modern tone to illustrate Avalon's premier results and stand out in the competitive pharmaceutical field. The Unison-developed branding extends also to Avalon's new web presence, with an innovative site infused with ground-breaking technology as well as an engaging-yet-informative user-friendly layout to publicize Avalon's comprehensive offerings.

With Unison's corporate identity overhaul, appealing product packaging design, and inventive web development, Avalon can now expand into the pharmaceutical market of the Middle East and make its mark as a global provider. "Unison's helping hand allowed our company to advance in a competitive regional industry. Our new brand image, logo, and packaging clearly convey our mission to help our consumers with their many medical needs. Furthermore, the new web platform will allow us to reach Avalon users in new and exciting ways, as well as attract potential customers from outside of the Middle East," said Ahmed Tabbaa, Chairman and CEO of Avalon Pharma.

"Working with Avalon Pharma was a great experience, one that allowed us to dive into several areas of branding and web development. Overall, we developed a creative package that answered all of Avalon's communication and marketing needs

with the same dedication and quality performance they provide their clients,” said Robert Fardi, Unison President.

###

## ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison’s multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison’s industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

For further information, please send us an email or call 202.337.7887.