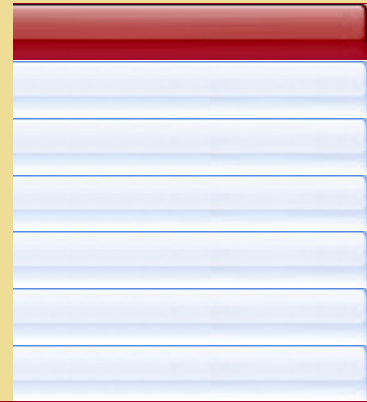




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PRESS



Web Award

For Immediate Release
October 29, 2004

RPCI Website Received Gold Award from the American Association Of Webmasters

BUFFALO, NY- Roswell Park Cancer Institute (RPCI) recently received a gold award from the American Association of Webmasters (AAW). The award program coordinated by the AAW is designed to supply formal recognition to webmasters and designers who have shown outstanding achievement in web design content and creativity.

The website, www.roswellpark.org, was cited by the reviewers for "Excellent design and layout of website with quality content and information."

"We are proud that our website earned the highest award possible from the American Association of Webmasters," said Laurel DiBrog, Vice President, Marketing, Planning and Public Affairs, RPCI. "This award reflects the hard work of the creative team who continually meets the challenge of maintaining our quality content with the most current technology available."

Roswell Park's web team includes Delmar Reid, Webmaster; Benjamin Richey, Creative Services Manager, and Catherine Donnelly, Assistant Director of Public Affairs.

Roswell Park Cancer Institute, founded in 1898, is the nation's first cancer research, treatment and education center and is the only National Cancer Institute-designated comprehensive cancer center in Upstate New York. RPCI is a member of the prestigious National Comprehensive Cancer Network, an alliance of the nation's leading cancer centers. For more information, visit RPCI's website at www.roswellpark.org, call 1-877-ASK-RPCI or e-mail askrpci@roswellpark.org.

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