



FOR IMMEDIATE RELEASE:

**LAVOIE GROUP WINS 2009 MARCOM GOLD AWARD FOR ROCKWELL MEDICAL
HOMEPAGE REDESIGN**

*Life-Science Focused Strategic Communications Agency Honored by Association of Marketing and
Communication Professionals*

Salem, MA, November 23, 2009 - LaVoie Group, a life science-focused strategic communications agency, announced today that it has received the 2009 MarCom Gold Award in the design/website homepage category administered and judged by the Association of Marketing and Communication Professionals. The MarCom 2009 Awards had almost 5,000 entries from the United States and several foreign countries in the 2009 competition, and represented companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

The entry, entitled, "Rockwell Medical Homepage Redesign", recognized LaVoie Group's ability to provide senior level counsel and tactical implementation of key message development, revitalized corporate branding and ease of website navigation for Rockwell Medical's new homepage experience.

LaVoie Group was engaged to reposition Rockwell Medical from a medical device company to a fully- integrated biopharmaceutical company offering innovative products and services, and to communicate this message through an overhaul of the website. Once the new branding strategy was complete, LaVoie Group partnered with eImagine LLC, web design and search engine marketing firm, to translate the updated messaging into a fully effective and innovative website. As a result of the rebranding, Rockwell has raised its profile among key medical target audiences and continues to build relationships with potential partners and investors.

Donna LaVoie, President and CEO of LaVoie Group, commented, "Our agency provides integrated communications solutions and tactical counsel to our life sciences clients. In this case, we were able to revitalize Rockwell's brand image and company positioning through a partnership with eImagine and were able to produce a homepage that effectively communicates their position as a leader in the renal industry. We are thrilled to be recognized by MarCom for this prestigious award for a very successful website overhaul."

The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communications professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. To see the 2009 MarCom Awards Winners List, please visit <http://www.marcomawards.com/winners.php>.

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About Rockwell Medical:

Rockwell Medical is a fully-integrated biopharmaceutical company offering innovative products and services initially targeting end-stage renal disease (ESRD), chronic kidney disease (CKD), and iron deficiency anemia. An established manufacturer and leader in delivering high-quality hemodialysis concentrates/dialysates to dialysis providers and distributors in the U.S. and abroad, Rockwell provides products that are used to maintain human life by removing toxins and replacing critical nutrients in the dialysis patient's bloodstream. Dialysis is a process that duplicates kidney function for patients who suffer from ESRD. There are approximately 400,000 ESRD patients in the United States, a prevalence growing at an annual rate of 4 percent, and approximately 2 million ESRD patients world-wide.

The Company is currently developing unique, proprietary renal drug therapies for iron treatment. These exclusive renal drug therapies support disease management initiatives to improve the quality of life and care of dialysis patients and are designed to deliver safe and effective therapy, while decreasing drug administration costs and improving patient convenience. Rockwell is developing a pipeline of drug therapies, including extensions of SFP for indications outside of hemodialysis. For more information, visit <http://www.rockwellmed.com>.

About LaVoie Strategic Communications Group, Inc.:

LaVoie Group provides full-service integrated marketing and communications programs designed to properly position, create visibility and drive value for each client. We help our life sciences companies attract capital, reach corporate partners, physician and patient audiences, generate revenue and build their companies through integrated communications programs.

Our clients range from privately held start-ups to industry leaders in life sciences such as Pfizer, Inc., Sanofi-Aventis, Vertex Pharmaceuticals, Rockwell Medical, ESBATech AG (now part of Alcon), Profectus BioSciences, Cardioxyl Pharmaceuticals and Spherix, Inc. LaVoie Group is ranked by *O'Dwyer's PR Report* as one of the leading independent healthcare PR firms in the U.S. For more information, visit <http://www.lavoiegroup.com>.

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