

Press Release**FOR IMMEDIATE RELEASE**

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The Human Face of Science

Girvin helps Seattle Biomedical Research Institute (SBRI) capture and convey their brand, their message and its global significance.

Seattle, WA, April 14, 2004 Girvin, the strategic branding and design firm, has helped to put a human face on the strategy and vision of Seattle Biomedical Research Institute (SBRI). SBRI, an independent non-profit organization devoted to the research of global infectious diseases, has recently moved into a new building located in the developing biotech neighborhood of Seattle's South Lake Union.

Among other projects for SBRI, the Girvin team conceptualized the design of the SBRI Bioquest Science Gallery. No ordinary storefront, the Bioquest Gallery fronts Westlake Avenue at street level and serves as a window into the life-saving science SBRI conducts on a daily basis. Conceived to become a living room for the life sciences, the Bioquest Science Gallery presents the challenges of global health and the hope of biomedical research.

According to Ashley Hulsey, Director of Advancement for SBRI, "Even before our first project was complete, we engaged the Girvin team for new projects, demonstrating our respect for their talent plus a huge appreciation for the very collegial and spirited way they brought out the best in our people and in our mission."

Open to the public, the SBRI Bioquest Gallery features several 3-D displays composed of the everyday tools used in scientific research: blue nitrile gloves, lab coats and safety glasses. Authentic lab coats are emblazoned with the names of diseases and serve as proxy for SBRI's core scientists who are conducting scientific investigations. The display of nitrile blue gloves symbolizes hands reaching over the many cultural, societal and political barriers to help those in need.

When commenting on Girvin's work, Ashley Hulsey said: "An exceptional ability to listen heads my list of accolades. But that doesn't mean that the Girvin team didn't challenge us to peel back to the essence of SBRI, shine a bright light on what it really means to conduct life-saving research, and help us reinvent our messaging and media accordingly."

The new SBRI brand, design, and its Bioquest Gallery are intended, in part, to fulfill a strong educational mandate by answering the following questions: who are these research scientists and what is the nature of their work?

SBRI research scientist Dr. Leonidas Stamatatos said, The BioQuest Gallery not only informs the visitors about the devastation caused by infectious diseases and how it affects them, but also encourages them to get involved and participate in any way they can with many other individuals here in Seattle and across the world in the fight against infectious diseases.

The Bioquest Gallery has been deemed by SBRI to be an inventive, thoughtful and a creative solution to a tough budget challenge as well as excellent work that met the client s needs. As Ashley Hulseley succinctly points out, Every single member of the Girvin team added significantly to the work. We never had to go backwards. Everything was understood. Girvin really listened and stuck to a modest budget.

Admittedly the work Girvin did for SBRI was not as much for the budget as it was for its sheer expression of humanity a strong belief in the power of science to make a better world and free from the most deadly diseases. Girvin has long recognized that excellent branding, identity and design work have demonstrable impact on the overall image of an organization and how well its success is measured and perceived, particularly by those who contribute to its funding--- investors and donors.

Gilbert Scherer, member, SBRI Board of Trustees, describes his experience of working with the Girvin team as *enlightening*. The SBRI vision crystallized with scientists, board members, and directors working together through the brand development process led by the Girvin team.

Ashley Hulseley added, Their work has been well received by a range of voices that we value.

Girvin helped SBRI use the combined effect of branding, design and art to communicate the SBRI mission to their potential donors, current donors, stakeholders, the scientific community, and ultimately to general audiences the public on a global scale. The message being delivered asserts that with the promise of world health comes the chance for humankind to reach its fullest potential ever.

About GIRVIN

Girvin, Inc., is a strategic branding and design firm with offices in Seattle and New York as well as partnerships in Japan and France. Founded in 1977 by Tim Girvin, the firm provides marketing consulting and brand development services, such as strategic planning, positioning and naming; graphic design including identity, packaging and collateral; environmental design and signage; and interactive design. Accelerating business results is the driver of the strategic and creative engine at Girvin. The firm's portfolio ranges from start-ups to the Fortune 500 across industries, including consumer packaged goods, entertainment, hospitality, retail, apparel and technology. Girvin s clients in the biotech, biomedical and health categories include Roche, Immunex (now Amgen), Eden Bioscience, Pfizer, Evergreen Hospital and Duke University's Institute for Genome Sciences and Policy. To learn more, please visit www.girvin.com.