



For Immediate Release

Date: June 30, 2008
Contact: Preston Parker
Email: preston.parker@clearpointinstruction.com
Phone: 435-757-4560

Logan Business Wins Globally Recognized Honor

ClearPoint Instruction LLC receives a Telly Award

www.clearpointinstruction.com
www.tellyawards.com

LOGAN, Utah – ClearPoint Instruction LLC was selected to win a 2008 Telly Award for excellence in multimedia production for the *In-Patient/Out-Patient Surgery* educational DVD produced in cooperation with the Cache Valley Specialty Hospital. With 13,500 entries from all 50 states and around the world, the 29th Annual Telly Awards competition has been one of the most competitive and successful in the long history of the Telly Awards.

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking web commercials, videos and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

Chairman of the judging panel, Richard Friley, the Emmy and Telly Award winning President of Friley Productions noted, "As judging chairman, our judges are honored to have evaluated such an incredible body of work. The diverse pool of entries represents the best of traditional and online video and was an inspiration to us all. The quality of work exceeded our expectations, even in this challenging overall market and it is a true accomplishment for our winners."

ClearPoint Instruction LLC is a Utah-based instructional design and production company made up of a small team of well-trained and highly-experienced designers. Its staff have degrees in instructional technology, curriculum and instruction, computer science, mass communications, business management, and graphic design. In addition, they have a combined 40+ years of experience in designing and developing instructional products and educational services. All this education and experience has taught the staff a simple lesson: Instruction is not effective if learners don't clearly see the main point. This is why ClearPoint Instruction uses an experiential approach to design instruction. Learners go through an experience which is representative of what they are learning.

Mary Ann Parlin, Ph.D., president of ClearPoint Instruction, says, "We strive to have measurable results with our products. After participating in our educational programs, we want patients to understand that they have a right and a responsibility to participate in their healthcare. We tailor our instruction specifically to improve patient safety and reduce anxiety in the healthcare experience. The surgery DVD involved several years of research and planning and I am pleased with the final product."

Cache Valley Specialty Hospital's CEO, John Worley, comments, "In our continued effort to provide the very best for patients, we found that ClearPoint Instruction's quality of work directly aligned with our expectations. We are extremely pleased with the educational DVD, and have found it very useful for our patients. I am confident that we will partner with this outstanding company again."

For a Telly Award press release visit: www.tellyawards.com/winners/publicity_tools/press_release/

For a Telly Award fact sheet visit: www.tellyawards.com/downloads/pdf/29th%20Telly%20Fact%20Sheet.pdf

For public relations inquiries:

Preston Parker
Vice-President
ClearPoint Instruction LLC
preston.parker@clearpointinstruction.com
435-757-4560