

***For immediate release***

Media contact: Ellen Simon,

Sarasota Memorial Health Care System

Phone: (941) 917-1499

Oct. 8, 2008

**Sarasota Memorial Once Again Named Consumers' Preferred Hospital**

SARASOTA, FL. - For the 11th consecutive year, Sarasota Memorial Health Care System was named the Consumer Choice Award winner for the Sarasota-Bradenton-Venice metropolitan area by the National Research Corporation (NRC), an independent health care performance measurement company based in Lincoln, Neb.

The award for 2008/09 identifies hospitals that health care consumers have chosen as having the highest quality and image ratings in more than 250 markets throughout the nation.

The winners, who rank highest in their Metropolitan Statistical Areas, were determined by consumer perceptions collected in the National Research Corporation's Healthcare Market Guide Ticker study, which surveyed more than 200,000 households across the U.S.

"Sarasota Memorial is delighted to earn this recognition from our community members," said Sarasota Memorial CEO Gwen MacKenzie. "The award is a reflection of staff's commitment to delivering the highest quality of care."

"These Consumer Choice award winners exemplify the dedication it takes to provide quality health care to their communities, and we are pleased to honor them through the eyes of their patients," said Ginny Martin, president of NRC's Healthcare Market Guide Division.

###