



**FOR IMMEDIATE RELEASE**  
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**TRINITY HOSPICE'S PHOENIX BRANCH WINS STEVIE™ AWARD  
IN THE THIRD ANNUAL AMERICAN BUSINESS AWARDS<sup>SM</sup> COMPETITION**

*Company Takes Home Award for Best Agency, Brokerage or Satellite Office or Facility  
and Also Earns Finalist Status in Three Other Categories including  
Best Overall Company*

DALLAS ... June 15, 2005 ... Trinity Hospice, Inc., the seventh largest hospice care provider in the country, announced today that its Phoenix branch earned a Stevie™ Award in the third annual 2005 American Business Awards<sup>SM</sup> competition.

Trinity's Phoenix branch was named Best Agency, Brokerage or Satellite Office or Facility for its recent, rapid growth and the ability to emerge among the leading providers of hospice care in the Phoenix marketplace today.

Hailed as "the business world's own Oscars" by the New York Post (April 27, 2005), The American Business Awards are the first national, all-encompassing business awards program honoring great performances in the workplace.

Steven T. Plochocki, president and chief executive officer, and Matthew L. Feller, regional vice president, accepted the award on Trinity's behalf at the June 6, 2005 ceremony held at the Marriott Marquis Hotel in New York City. The ceremonies were hosted by CNN personality Ali Velshi, videocast live on the Internet, and broadcast nationwide on radio. Donald J. Trump received the first Lifetime Achievement Stevie Award during the awards dinner.

Trinity was also named a finalist in several other categories of the 2005 American Business Awards including Best Overall Company; Best Agency, Brokerage, or Satellite Office or Facility (Trinity's Biloxi, Miss. branch); and Best Corporate Identity/Branding Design.

"Trinity-Phoenix has grown significantly and established itself as a leader within the local medical community and among patients throughout the past several years. Growth brings several other changes including an expansion in infrastructure, the hiring of additional employees and volunteers and a dedication to care and service. The team in Phoenix embraced this rapid growth while excelling in the delivery of quality hospice care. We are very proud of all those who worked diligently to enable Trinity-Phoenix to be recognized in The American Business Awards competition. We applaud their commitment to our company and to hospice care," noted Feller.

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Plochocki commented on the company's participation in this prestigious competition, stating: "We are very pleased to be the recipient of the American Business Award for best branch operation. We are proud of the accomplishments of the entire Trinity team -- not only the winners in Phoenix but also those individuals whose contributions helped earn the company finalist status in several categories. The American Business Awards is the ideal platform to showcase exemplary corporate professionals and programs in today's demanding business world, and we are gratified to be acknowledged this year," Plochocki stated.

"The objective of the American Business Awards is to honor outstanding companies and their employees and recognize professional successes. This awards program has continually grown during the past few years because there is a strong desire to acknowledge executives and businesses for their achievements, which too often go unnoticed. We extend our sincere congratulations to Trinity Hospice as well as all of our 2005 finalists and Stevie Award winners," noted Michael Gallagher, founder and president of The Stevie Awards, the organization that runs The American Business Awards program.

More than 1,200 nominations from companies of all sizes and in virtually every industry were submitted for consideration across 40 categories in the 2005 American Business Awards competition. About 100 Stevies were presented at this year's awards ceremony.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs selected Stevie winners from among the finalists. Business professionals nationwide chose finalists during preliminary judging in February through April.

R. S. Owens, creators of both the Oscar® and the Emmy, designed the Stevie™ trophy.

The Stevie Awards are conferred in two programs: The American Business Awards and The International Business Awards. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding leadership, innovation, perseverance, creativity, teamwork and integrity through more than 40 categories. The program is overseen by a Board of Distinguished Judges & Advisors, which includes leading business executives, authors, and academics. Details about The American Business Awards and the list of winners are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

Dallas-based Trinity Hospice, the nation's seventh largest hospice provider, offers palliative care and support services to terminally ill patients and their families. The company provides quality, comprehensive hospice care while remaining focused on meeting the physical, emotional and spiritual needs of terminally ill patients and their loved ones. Since its 1998 founding, Trinity has rapidly expanded through internal growth and acquisition. Today, the company operates from 26 locations across nine states. Please visit [www.trinityhospice.com](http://www.trinityhospice.com) to learn more.

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