

FOR IMMEDIATE RELEASE

Jocoto Makes This Robot Arm a Real Social Animal

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Jocoto Advertising announced today that the firm has been engaged by long-time client Mako Surgical to help advance the company's online and social presence. As a part of this ongoing effort Jocoto has developed and launched MAKOpasty.com, a patient-specific site which acts as a portal for information and relevant patients experiences with the revolutionary MAKOpasty® Robotic Arm Assisted Surgery. The project also involves a blog, Facebook presence and ongoing Twitter updates. All a part of MAKO's ongoing interest in building a strong, connected community of patients and physicians.

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