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FOR IMMEDIATE RELEASE

Rachael V. Fisher Promoted to Senior Account Executive CPR Strategic Marketing Communications

ELMWOOD PARK, N.J. – February 9, 2009 – CPR Strategic Marketing

Communications (CPR), a leader in strategic marketing communications for the healthcare, life sciences and technology industries, today announced that Rachael V. Fisher has been promoted to senior account executive of the agency. Fisher most recently served as an account executive and previously held the title as an account manager.

“Rachael has demonstrated initiative and proficiency in her work with our clients,” states Joseph Carabello, president and CEO of CPR Strategic Marketing Communications.

“She consistently rises to the occasion as a leader and always goes the extra mile to get the job done. Through her leadership and many successes, she has garnered the trust, respect, and camaraderie of clients and colleagues alike, while propelling the company closer to its goals.”

Fisher holds a Masters of Arts degree in public relations and a Bachelor of Arts degree in communication studies, with a minor in musical theater, from Montclair State University. She has several years of public relations experience in healthcare, beauty, technology, and commercial enterprises.

“Throughout my employment at CPR, I have enjoyed working closely with clients and staff on innovative projects and other initiatives,” says Fisher. “I look forward to the opportunities and challenges this position will provide while serving CPR and our clients at the highest possible level.”

About CPR Strategic Marketing Communications

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit www.cpronline.com, or e-mail pr@cpronline.com, or call 201-641-1911 x50.

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