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FOR IMMEDIATE RELEASE

**CPR Strategic Marketing Communications Welcomes Account Managers
Stephanie Clark and Joelle Caputa**

ELMWOOD PARK, N.J. – December 13, 2010 – CPR Strategic Marketing Communications (www.cpronline.com), a leader in strategic marketing communication for the health care, life sciences and technology industries, today announced the addition of Stephanie Clark and Joelle Caputa to its account management team.

“We are pleased to welcome Joelle and Stephanie as part of our latest expansion,” states Joseph Carabello, president and CEO. “This fresh infusion of talent will help bolster our clients’ message and create new and exciting inroads for success. CPR is constantly pushing the boundaries, and Joelle and Stephanie exemplify the kind of creative, cutting-edge thinking that makes all the difference in an increasingly competitive marketplace.”

Clark specializes in pitching to local and national media, drawing on her extensive experience as a marketing professional at R&J Public Relations, Atlantic Records and other public relations agencies specializing in consumer products, non-profit and real estate. A graduate of Seton Hall University, she earned an M.A. in Strategic Communication and a B.A. in Public Relations.

Prior to joining CPR, Caputa launched an Internet television show and the music ‘zine *Planet Verge*. She worked as a casting associate for the hit Animal Planet TV show “It’s Me or the Dog,” and contributed articles to national magazines, including *Teen People*. As a publicist, she gained national coverage for her clients in *The New York Times* and on AOL Radio. Her varied career includes negotiating partnerships between companies, planning and promoting events, running social media campaigns, designing promotional materials and producing video press kits. She earned her B.A. in Communication from William Paterson University.

“Both Stephanie and Joelle have hit the ground running, demonstrating a remarkable commitment to taking CPR’s clients to the next level of national attention,” Carabello adds.

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.