



For immediate release

The Friedman Marketing Group Adds Senior Marketing Talent

April 9, 2008. Lynchburg, VA. The Friedman Marketing Group (TFMG) is pleased to announce the addition of three new team members with a wide variety of marketing knowledge and skills. A senior marketing consultant, director of new media, and marketing coordinator have been added to the TFMG roster. "With the addition of three experienced marketers, we can truly expand our service offerings to current and prospective healthcare clients," states Beth Friedman, RHIT, President of TFMG.

Ann Marie Brown, Marketing Consultant, brings more than 20 years of healthcare expertise to TFMG. Prior to joining the firm, Ann Marie served as vice president of marketing for both CareScience and Per-Se Technologies. She has been past president of the Georgia Healthcare Marketers Council Atlanta Chapter and the International Society for Performance and Instruction. Ms. Brown holds bachelor of science and masters of arts degrees in speech communication.

Eric Hoffman will serve as TFMG's Director of New Media. Eric is a seasoned technical and creative professional with a coveted track record featuring over 10 years of excellent project execution, customer satisfaction, and service. Hoffman holds an associates degree from Gwinnett Technical College and certifications in Intermediate HTML Design Certification, ASP Developer Certification, XML/DTD Developer Certification, MCSE, MCP +Internet.

Andrea Roth, Marketing Coordinator, comes to TFMG as a "Jill of all trades." Andrea's unique combination of skills and attention to detail has earned the reputation for getting results. At TFMG, Roth helps with research, power point presentations, general administrative duties, and is the keeper of Po's treats. Andrea holds an associates degree in events management, a bachelor of science degree in sociology and a masters of arts degree in business.

About TFMG

TFMG provides industry-focused marketing expertise to healthcare technology and service companies. Started in 2004, TFMG offers a wide array of marketing services including public relations, thought leadership, online marketing services and lead generation. All team members have career backgrounds in healthcare and possess solid media, industry leadership and national association relationships. For more information about the company, visit their website at: www.tfmfgcom.com.

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