



PRESS RELEASE 2/12/08

The Schwartz Group Inc. Announces Changes in Management Team and Three Promotions

Amherst, New York – The Schwartz Group, a leading provider of specialized tele-services to the pharmaceutical and healthcare industries, today announces changes to the management team and the promotion of three to positions of increased responsibility.

The Schwartz Group is pleased to announce the appointment of **Karen Place** to Manager of Client Services. Ms. Place has been with The Schwartz Group since November, 2007 and according to **Robert A. Schwartz**, President and CEO, "Karen brings a great deal of experience in continuing medical education, marketing, and project management to The Schwartz Group. She will help to secure new business opportunities and insure the highest quality of client services for our healthcare campaigns."

Prior to relocating to Buffalo and joining The Schwartz Group, Ms. Place was an Account Director for several medical education companies in New Jersey. She has experience with a wide range of various therapeutic areas and brings over 12 years of experience in pharmaceutical marketing, advertising and medical education. Ms. Place received her BS in Mass Communications, with a minor in Advertising from Towson State University.

Additionally, "I am pleased to announce that **Beth Ciszak** recently joins our team as the newly created position of Manager of Project Quality-Assurance. Ms. Ciszak brings 10 years of national healthcare marketing and operations experience to our organization" announced Robert A. Schwartz. "Our dramatic growth in strategic service areas necessitated the need for a manager to oversee implementation of our corporate processes and continue to ensure a high level of client satisfaction".

Prior to her joining The Schwartz Group, Ms. Ciszak held management positions for a national leader in the healthcare industry that developed state of the art medical treatment facilities. She also has significant experience in the creation of marketing and advertising campaigns for health insurance providers and other clients within the healthcare industry. Ms. Ciszak holds a Masters degree in Medical Anthropology from SUNY Albany and a BA from the University of Kentucky.

The Schwartz Group has also announced **Nicholas Kopera** has been promoted to Senior Campaign Specialist. Since joining the company three years ago, Mr. Kopera has enhanced his responsibilities within the area of office management and campaign initiatives. "Nick has a proven ability to provide outstanding levels of client satisfaction" commented Schwartz.

Also recently promoted, **William Schutter** and **Katherine Pillich** to Campaign Specialist positions.

About The Schwartz Group - The Schwartz Group is a data-driven tele-service provider, 100% exclusive to companies that market to healthcare settings. Services are performed by degreed professionals with outstanding communication skills. In addition to being the recognized leader in generating attendance for CME and promotional programs, The Schwartz Group also provides an extensive menu of tele-territory support and market research support services.

For more information, please contact us at: www.theschwartzgroup.com or 866.835.8669 ext. 200.