



**PRESS RELEASE 2/14/07**

## **The Schwartz Group Inc. Announces Addition to Management Team**

**Amherst, New York** – The Schwartz Group, a leading provider of specialized tele-services to the pharmaceutical and healthcare industries, today announced the addition of **Lissa Nakhwa** to the newly created position of **Manager of Client Services** to its management team.

Ms. Nakhwa has been developing and executing marketing programs in the healthcare and technology sectors for the past 8 years and has extensive experience working in healthcare settings, holding a variety of positions related to marketing and **Continuing Medical Education**.

“Her experience w/CME, healthcare marketing and project management are a natural fit for our team. She also brings a background in call center and inside sales department management which will bring additional value to our growing business.” said Robert A. Schwartz, President and CEO at a recent company wide meeting.

The Schwartz Group experienced unprecedented growth in 2006 and the addition of Ms. Nakhwa will position company for continued growth in 2007 noted Schwartz.

**For more information: [www.theschwartzgroup.com](http://www.theschwartzgroup.com) 866.835.8669 ext.208**