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**CORE-CREATE, INC., NAMES NEW MANAGING DIRECTOR**

SOMERSET, NJ, March 2, 2009 — Core-Create, Inc., has named Jin Li Frick Managing Director, according to an announcement from Ken Ribotsky, Founder and President of the Somerset-based agency.

Ms. Frick brings significant domestic and global experience as a marketer and communicator, having launched pharmaceutical brands in the US, Europe, Latin America and China. She comes to Core-Create from Hill & Knowlton, where she served as Senior Vice President of the Health and Pharmaceutical division, and Chief Operating Officer of Worldwide Healthcare. Ms. Frick has also held key roles at Bayer Healthcare, Torre Lazur McCann Healthcare and Porter Novelli.

At Core-Create, Ms. Frick will employ her broad marketing and communications background to drive a sustainable, customer-centric business model for the integration of client marketing and communications efforts. She will also be charged with shaping and implementing the agency's strategy, managing its infrastructure, and developing new business opportunities and resources.

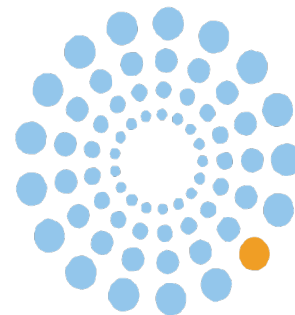
Ms. Frick earned an MBA from Durham Business School in England and a BS in Biology from Santa Clara University in California. She also holds a post-graduate certificate in marketing from the University of California, Berkeley.

"Jin Li will be integral to ensuring the ongoing strategic growth and development of the agency," said Mr. Ribotsky. "She brings to us talents and capabilities that are intrinsic to the agency: creative ideas coupled with a real-world ability to bring those ideas to fruition."

Core-Create, Inc., is a global healthcare communications company that utilizes a credo of engagement with its clients. "*Engagement*, from our perspective, entails being as emotionally invested in our clients' brands and goals as they are," says Mr. Ribotsky. Dorene Weisenstein, Chief Creative Officer, adds, "When you fuse insightful therapeutic expertise with emotional investment, your brand gets more than a mere agency partner; you enjoy the benefits of a truly motivated relationship."

Located in Somerset, NJ, Core-Create, Inc., was named among the top 40 advertising agencies that specialize in the area of healthcare communications (as listed in *Medical Marketing & Media* 2006). Core-Create, Inc., is part of a network of companies that includes Brandkarma in Santa

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Ana, CA, and Alpha & Omega (a medical education company) in Somerset, NJ; and is a member of the IN Advertising Network, with 152 offices worldwide. Core-Create offers the highest level of services and creative products, including advertising and promotion, sales force programs, branding design, corporate communications, custom publishing, web and new media, corporate identity, and medical education.

For more information about Core-Create, visit [www.core-create.com](http://www.core-create.com).

