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CORE-CREATE APPOINTS NEW FINANCIAL CONTROLLER

SOMERSET, NJ, June 2, 2009 — Marketing communications agency Core-Create, Inc., has named Paul Moorcroft as Group Financial Controller, according to an announcement from Ken Ribotsky, President and CEO of the agency. Ribotsky is founder of a group of companies focused on healthcare marketing that includes Brandkarma in Santa Ana, CA, and Core-Create and Alpha & Omega (a medical education company), both in Somerset, NJ.

Moorcroft has spent more than a decade in accounting, and brings global financial and management experience to the agency. Prior to joining Core-Create, he was Financial Controller for sister agencies Practice Therapeutics and Photosound Communications, managing their finance and IT departments.

Core-Create offers its clients the highest level of services and creative products, including strategic brand development, advertising and promotion, branding design, sales force programs, corporate communications, custom publishing, Web and new media, corporate identity, and medical education. The agency is a member of the IN Advertising Network of independently-owned communications companies, with 152 offices worldwide.

For more information about Core-Create, visit www.core-create.com.

