

Core-Create, Inc.
100 Franklin Square Drive
Suite 201
Somerset, NJ 08873

T (732) 748 0433 info@core-create.com
F (732) 748 0430 www.core-create.com

CONTACT:
Jin Li Frick
Managing Director
Core-Create, Inc.
(732) 748-0433

CORE-CREATE NAMES TRAFFIC AND EDITORIAL MANAGERS

SOMERSET, NJ, May 22, 2009 — Marketing communications agency Core-Create, Inc., has named Carolyn Levin as Traffic Manager and Jennifer Philburn as Editorial Manager/Copywriter, according to an announcement from Ken Ribotsky, Founder and President of the agency. Ribotsky established a group of companies focused on healthcare marketing, including Brandkarma in Santa Ana, CA, and Core-Create and Alpha & Omega (a medical education company), both in Somerset, NJ.

Levin, who is new to the company, has management and trafficking experience over the course of her 15-year career. She brings leadership and ingenuity to Core-Create, as well — qualities honed as co-founder, with her husband, of Nivel Group, an equestrian products company. She also has extensive medical communications and account management experience. Levin is a graduate of Susquehanna University with a bachelor's degree in communications and public relations.

Philburn, who has been with the agency for more than a year, will supervise the agency's editorial staff, while also contributing to the development of advertising campaigns as a copywriter. She brings a versatile editorial background to Core-Create, having been a magazine writer and editor; independent marketing and public relations professional; and, most recently, responsible for various aspects of the editorial process at Bristol-Myers Squibb. Philburn is a Bryn Mawr College graduate with a bachelor's degree in art history.

Core-Create is a member of the IN Advertising Network of independently-owned communications companies, with 152 offices worldwide. The agency 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.

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

