

# *NEWS RELEASE*



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(Hi-res photo attached)

## **Nicole Wistner Joins The Simon Group as Account Services Manager; New Position Created to Meet Continued Agency Growth**

SELLERSVILLE, PA – September 2007 – The Simon Group, Inc., an award-winning, full service business-to-business marcom agency specializing in high tech and industrial accounts, has announced that Nicole Wistner has joined the agency in the newly-created position of account services manager. She will provide marketing support to existing customers, including planning and development of media programs and direct mail campaigns, both in print and online. The new position was created in response to the agency's continued growth, which has steadily increased over the past several years. Wistner will also assist in the agency's ongoing new business development program.

Dorward will be accountable for a wide range of public relations activities on behalf of The Simon Group's clients. Her responsibilities include writing and editing news releases and feature articles, obtaining article and product review opportunities and working with editors to maximize client exposure. Dave Lesser, director of strategic planning, said, "We've seen our clients continually look to us for more in depth strategy and counsel in regards to their marketing programs, as well as general business issues. The extent of Nicole's experience will enable her to assist our current clients with their market strategies, and properly counsel new clients that need a more formal marketing communications program."

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Previously, Wistner worked as marketing communications manager for the medical systems group of Olympus America, where she coordinated the division's marketing activities, including advertising, media relations, event planning and trade show coordination. She managed the division's Web initiatives and orchestrated a sales support program for more than 200 representatives.

Wistner also served as media planner for Stiegler, Wells, Brunswick and Roth, providing clients with detailed competitive analyses as well as comprehensive media strategy plans encompassing media placement and publication evaluations.

As partner development manager for bankrate.com, she managed the online relationships with such high-profile companies as Yahoo, AOL and CBS Marketwatch, working jointly with these partners to evaluate and analyze Web page data and coordinate co-branding agreements with the companies.

Wistner, who resides in Orefield, Pa., holds a BA in Marketing and Advertising Management from Moravian College.

Founded in 1986, The Simon Group, Inc. specializes in high technology and industrial accounts, particularly in the electronics, instrumentation, military/aerospace, construction, and test and measurement industries. Headquartered in a restored 18th century fieldstone farmhouse in Sellersville (Bucks County), PA, the agency has clients throughout the world. Visit [www.simongroup.com](http://www.simongroup.com).

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