

# *NEWS RELEASE*



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## **ORBIT RADIANT HEATING HIRES THE SIMON GROUP FOR NEW MARKETING CAMPAIGN**

**Sellersville, PA, April 2007** – The Simon Group, an award-winning, full service business-to-business marcom agency specializing in high tech and industrial accounts, today announced Orbit Radiant Heating has chosen it to run a new marketing communications campaign that will increase awareness of the Orbit brand and specifically reach out to residential homeowners in North America.

Orbit Radiant Heating is a leading provider of high-quality electric radiant heating solutions for residential and commercial applications, and it is the exclusive U.S. distributor of Nexans cable. The Simon Group will create and execute a comprehensive marketing communications plan, using both public relations and advertising strategies, to target homeowners, strengthen the Orbit brand, increase awareness of the benefits of radiant floor heating and snow and ice melting systems, gather new sales leads and drive traffic to Orbit's Web site.

“We are thrilled to work with The Simon Group on this new project and expand recognition of our brand and the well-known radiant heating solutions and cables we provide,” said Ron Herd, president of Orbit Radiant Heating. “With The Simon Group’s years of experience and proven marketing techniques, we expect this campaign to be a complete success.”

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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), Penn., the agency has clients throughout the world. Visit [www.simongroup.com](http://www.simongroup.com).

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For more information, please contact Beth Smith, executive director of PR, The Simon Group, 1506 Old Bethlehem Pike, Sellersville, PA 18960. Tel: 215/453-8700; Fax: 215/453-1670; Email: [publicrelations@simongroup.com](mailto:publicrelations@simongroup.com); Web: [www.simongroup.com](http://www.simongroup.com).