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Mark Maricich Elected President of HPRMA for 2007 Term

Irvine, CA, February 21, 2007 -- The Healthcare Public Relations and Marketing Association (HPRMA) of Southern California is pleased to announce that Mark Maricich, a partner at Maricich Advertising + Communications of Irvine, CA, has been selected as the HPRMA President for the 2007 term.

Under Mark's leadership, the organization will focus on providing Southern California's public relations and marketing professionals with impactful events and learning resources, bringing in industry leaders and major players in order to confer on issues that are vital to the pursuits of HPRMA members.

The organization's first event for 2007, which will be held on Thursday, March 27 at City of Hope in Duarte, is titled 'Best Practices in Physician Relations.' The event is quickly on its way to being a sell-out. Other planned event topics include return-on-investment in healthcare marketing, a hospital branding case study, and a web-focused presentation.

"As the new president, my goal is to only hold events that are high-interest and leading-edge for healthcare marketing professionals. Our mission with HPRMA is to make the events meaningful and extremely informational—providing a forum where concerns and problems that marketing professionals have are being addressed," said Maricich.

Anyone interested in attending an event or becoming a new HPRMA member should log on to www.hprma.org.

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About HPRMA

Founded in 1958, the Healthcare Public Relations and Marketing Association (HPRMA) is the leading organization for healthcare marketing, communications, PR and business development professionals in Southern California.

About Maricich Advertising + Communications

Maricich Advertising + Communications is a full-service agency for strategic consumer and b2b advertising, branding strategy, direct marketing, public relations, and e-marketing. Maricich was founded in 1986, is based in Irvine, CA and has 46 affiliate offices in the U.S. and abroad through its membership in Transworld Advertising Agency Network (TAAN). Detailed information on the company can be found at www.maricich.com.