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Maricich Announces New Jobs for Healthcare Marketing and Creative Professionals
*Focused on Health and Medical Branding and Marketing, the Firm is Hiring,
Promoting and Growing to Meet Increased Demand for Services*

Irvine, CA, November 3, 2010 — Capitalizing on upward trends in healthcare industries, Maricich Brand Communications announces that it is promoting, hiring and growing as a company, both in staff and in space. Focused on developing strategic and creative campaigns for marketing health and lifesaving brands, the company specializes in categories such as medical devices, ophthalmics, pharmaceuticals, hospitals, safety initiatives and health plans.

"We are fortunate to be specialists in such an emerging category as healthcare," stated agency CEO, Mark Maricich. "Clients are calling on us to launch new brands and products throughout the world and we are delivering strategies and creative work that is truly connecting."

Maricich Brand Communications services health industry clients worldwide. The firm is continually recognized by industry trade journals and medical marketing competitions as being among the top U.S.-based, independent, healthcare brand development and marketing communications agencies. Maricich services international clients through its affiliate offices in the TAAN (Transworld Advertising Agency Network).

"Every single person on our staff is a healthcare marketing expert. We only hire the best of the best, and our clients reap the rewards. This results in marketing campaigns that are impactful, and on-target with messaging and strategy," continued Maricich.

The company is moving forward with further expansion, both in adding additional team members, and by physically growing their office. Maricich is seeking new employees, such as healthcare copywriters, art directors and senior account managers. The company's current Irvine headquarters has expanded which will mean more room for up to ten new staff members.

Finally, two internal staff promotions have been made to support the growth in business. Roxy Taravati has been promoted to Account Manager, while Cindy Ramirez has been named as Creative/Production Manager. Both longstanding Maricich team members, the promotions reflect their hard work on behalf of the company's roster of clients in the medical device, hospital and health service industries.

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About Maricich Brand Communications

Maricich is a strategic and creative brand development and marketing communications agency that specializes in promoting health and lifesaving brands—those that play an important role in saving lives or restoring quality of life. This includes launching new products and programs in healthcare, medical, pharmaceutical and safety categories, based upon a unique insight of how consumers, professionals, and communities make health and safety decisions. Founded in 1986, Maricich is headquartered in Irvine, California, has 46 affiliate offices worldwide through its membership in the Transworld Advertising Agency Network (TAAN), and is recognized among the leading independent healthcare agencies in the U.S. Detailed information on the company can be found at www.maricich.com.