

Date: March 7, 2007

Kessler Joins The Strategy Group™

Norfolk, VA – The Strategy Group™ (TSG) today announced that John Kessler has joined its team as a vice president in its consulting division. Kessler brings to the firm more than 25 years of experience as a senior strategist in the healthcare industry. He will be responsible for leading strategic planning, business development, marketing and brand strategy consulting services to help TSG clients gain competitive advantage in their marketplace.

Prior to joining The Strategy Group, Kessler was Vice President of Planning and Business Development for Saint Raphael Healthcare System in New Haven, Connecticut an integrated network of health services with 1,000 physicians and annual revenues of \$430 million. While at Saint Raphael, Kessler successfully developed the system's strategic and business plans, implemented a Bone and Joint Center of Excellence and developed satellite service centers. Previously he served as Vice President of Marketing for ViaHealth in Rochester, New York, a diversified regional network of health services; and as Senior Vice President of Marketing and System Development for Lutheran General Health System in Illinois.

Kessler has earned numerous awards including the Marketer of the Year Award from the Rochester Chapter of the American Marketing Association and the Philip Kotler Award for Excellence in Health Care Marketing from the Academy for Health Services Marketing. He is the Founding Board Member and Chair of the Academy for Health Services Marketing and a Member of the Board of Directors for the American Marketing Association.

Kessler holds a Masters degree in Labor Economics and a Bachelor of Arts degree from Michigan State University. He also participated in Harvard University's Health Policy and Management Program and the University of Chicago's Executive Development Program.

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The Strategy Group™ (www.thestrategygroup.com) is a management consultancy specializing in competitive strategy and value innovation in the health industry.