



News Release

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TVG Marketing Research & Consulting Further Expands Strategic Account Management

DRESHER, PA, March 16, 2009 – TVG Marketing Research & Consulting announces the appointment of Ina Noble to Vice President, Strategic Account Management. Ina is responsible for building new client partnerships for TVG. In this role, she will leverage her insights into the current needs and business issues facing pharmaceutical marketers and marketing researchers, drawn from over 20 years in the healthcare industry.


Ina's prior industry experience includes work with leading custom marketing research firms focused on both qualitative and quantitative research. She has helped clients define goals and create research designs around their key business objectives, with an eye toward effectiveness and efficiency. Her therapeutic experience includes work in Endocrinology and Diabetes, Cardiovascular, Oncology and Rheumatology among other areas.

Ms. Noble is a Board of Registry Registrant with the American Society of Clinical Pathologists. She holds a MBA in Marketing from Rutgers University, and a B.S. in Medical Technology from the University of Pennsylvania.

Ina Noble can be reached at inoble@tvg-inc.com, or 215-283-5436.

About TVG

TVG provides a global view of the healthcare marketplace through custom qualitative and quantitative marketing research, consulting and training, built on 30 years of healthcare marketing experience. Our research uniquely integrates both primary and secondary data, as well as input from the full range of stakeholders influencing prescribing decisions today. TVG consulting services provide highly interactive role-play experiences including competitive simulations, strategy and positioning workshops. The TVG



Marketing Seminar Series has trained over 7000 industry marketers and marketing researchers through a roster of programs that feature a faculty of experienced TVG marketing professionals.

TVG is a PDI company.

