

**> Garfield Group Branding**

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> Garfield Group Public Relations

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> Philosophy

Our philosophy is simple: develop communications programs focused on business results. Our strategic approach and deep technology experience allow us to uncover meaningful insights and develop relevant, efficient programs that get attention, prompt action and deliver a measurable return on investment.

> Key Strengths

Garfield Group is a full service communications company comprised of Garfield Group Branding, a branding and advertising firm, and Garfield Group Public Relations.

Garfield Group has been built by senior communications executives who have worked on large brands and are also experienced with emerging companies. Solving clients' problems in diverse and rapidly changing markets, we're large enough to be entrusted with some of the world's best known brands, but small enough to focus senior talent on every account.

> Client Experience

Americas' SAP Users' Group	CBaySystems	IPR International	Quintum
ATX Communications	Fiberlink Communications	LivePerson	Safeguard Scientifics
BEA Systems	Franklin Electronic Publishers	Lutron	TRF
Bentley Systems	IMS Health	Opportunity Finance Network	TruePosition
Bose	InterDigital Communications	Phoenix Data Systems	Victaulic
Bowne		Princeton Softech	Zoombak

> Garfield Group Branding

Larry Garfield	<i>President</i>
Les Brokaw	<i>Vice President/COO</i>
Julee Balko	<i>Creative Director</i>
Adam Pick	<i>Account Supervisor</i>
Nicole Boyd	<i>Assocart Director</i>

> Garfield Group Public Relations

Gretchen Roede	<i>President</i>
Grant Evans	<i>Vice President</i>
Lisa Bien	<i>Vice President</i>
Beth Hesse	<i>Vice President</i>