



For Immediate Release

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## PRESS RELEASE

### **New World Marketing, Inc. Announces Marketing Collaboration With Marion Montgomery, Inc.**

**Houston, Texas** (April 12, 2010) – New World Marketing, Inc. (NWM) announced today a new partnership with Marion, Montgomery, Inc. (MMI). MMI will serve as marketing counsel and support on several New World Marketing initiatives and will create toolkits that will bring added value to NWM products.

“The combined synergies between NWM and MMI make this a win-win for each organization,” said Robert S. Cauthen, Jr., CEO at New World Marketing, Inc. “Through joint efforts, NWM clients will benefit from MMI expertise and their marketing and advertising tools, giving our clients a greater choice.”

Houston-based MMI is an award-winning, full-service marketing, advertising, public relations and interactive firm that provide clients with strategic marketing plans, market research, creative development, media planning and buying services, public relations and social media, internal communications, community relations, special events, Web site construction, and interactive/new media products and strategies. MMI has 19 years experience in the health, life and casualty insurance marketing industries and more.

Founded in 1996, New World Marketing, Inc. is a diverse consulting and strategic positioning firm located in Houston, Texas, serving the financial services industry by providing innovative product concepts and unique solutions to industry senior management in leading insurance and reinsurance companies, as well as banks and mortgage providers. The financial services experts at New World Marketing, Inc. bring more than 180 plus years of combined experience in multiple branches of the industry. NWM are consulting experts in Life, Health, and annuity Insurance, Strategic Planning, Marketing, Product innovation and Distribution Strategies, providing product concepts and solutions to senior management in leading insurance and reinsurance companies.

In addition to its consulting practices, NWM conducts executive searches for many of the Fortune 500 insurance companies, assisting in the identification, assessment and recruitment of mid-level to senior executive talent in actuarial, marketing, sales, underwriting, claims, compliance and financial positions. NWM works with companies specializing in insurance, annuities, group employee benefits and client-driven health plans.

**For more details on MMI, please visit [www.mmihouston.com](http://www.mmihouston.com). If you have questions about the services MMI offers, contact Gus Vaeza, Business Development Manager, at (713) 523-7900 or [gvaeza@mmihouston.com](mailto:gvaeza@mmihouston.com).**

**For more details on NWM, please visit [www.newworldsearch.com](http://www.newworldsearch.com). If you have questions about the services NWM offers, contact Robert S. Cauthen, Jr., CEO, at (713) 572-4158 or (800) 696-2506 or [bobc@newworldsearch.com](mailto:bobc@newworldsearch.com).**