

**For Immediate Release  
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## **PRESS RELEASE**

### **New World Marketing, Inc. announces Susan E. Howard, a former AIG Executive to head their Executive Search Placement and National Consulting Divisions**

**Houston, Texas:** New World Marketing Inc. announced today the appointment of Susan E. Howard as senior vice president in its executive recruitment and specialty consulting practice. Howard is a marketing communications expert with 20 years experience in the financial services industry. She will be responsible for expanding the firm's services in the search business, focusing on senior executives and officer positions in the insurance and reinsurance industries, and its consulting practice, bringing third party concepts, products and technical solutions to corporate clients.

"The financial services industry today offers a rich and diverse span of opportunities that can be reaped through employment opportunities, new product concept development and the formation of business alliances," said Robert S. Cauthen, Jr., New World Chairman and CEO. "Sue brings enlightened experience as a former executive with several companies that lead the industry and she brings perspective as an industry consultant," Cauthen said. "Having worked in a variety of financial service environments, she appreciates and understands the ongoing evolution of the marketing and distribution arms of the industry as well as product innovation."

A graduate of the University of Connecticut, Howard was a reporter with The Hartford Courant before joining the government affairs unit of Travelers Insurance Cos. She was vice president, strategic and external affairs at Connecticut Mutual Life Insurance Co. before moving to Houston to join American General as vice president, branding and media relations, life insurance. Just prior to joining New World Marketing Inc., she served as executive director, Senior Care Advisors of Texas.

"New World Marketing is known as an insightful partner and innovator by its insurance and reinsurance clients and I'm excited by this opportunity to bring my experience to the broad mix of talents and skills of the firm," said Howard.

New World Marketing Inc., a diverse consulting and strategic positioning firm, has specialized in the financial services industry since 1996. In addition to placing top talent in the industry's senior executive ranks, it provides product concepts and solutions to senior management in leading insurance and reinsurance companies.

**FOR FURTHER INFORMATION CONTACT:**

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