

PRESS RELEASE

Former Korn Ferry Senior Recruiter, Marc Gurtman joins New World Marketing, Inc. as Executive VP of Executive Search Division

Houston, Texas: New World Marketing Inc. announced today the appointment of Marc Gurtman as executive vice president in its executive recruitment division. Marc is an executive recruiter with 20 plus years experience serving clients from a diverse group of industries and is recognized as one of the nation's premier executive recruiters. Gurtman is dynamic, client-focused search professional who knows recruitment inside and out globally. He will play a key role in expanding the firm's services and his presence will make an immediate impact on New World Marketing's reach and capabilities.

"As New World Marketing is growing rapidly, we recognized the need to recruit a senior-level professional with significant experience and talent in recruitment. 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. "Marc's a perfect fit for our organization and we are pleased to have him in this important leadership role as we have significantly increased and strengthened our search business," Cauthen said. "New World's clients will benefit from Marc's proven experience, strong network and his leadership skills will allow us to capture even greater market share as we identify, attract and retain world-class talent for our clients."

Gurtman entered the personnel field in 1983 and devoted himself exclusively to executive search. Marc's recruiting success has been with Richard Wayne & Roberts, achieving top-producer in 1989. In 1986 Marc earned Rookie of the Year with Professional Career Development. Marc achieved team leader with Korn Ferry International Company in their western region of United States for their largest project and retainer in the history of their national executive search firm. Marc's broad experience with two of the world's largest software companies; Microsoft Corporation and Oracle Marc, gives him greater influence in product knowledge and understanding of the requirements to successfully place top management level executives.

Founded in 1996, New World Marketing, Inc. is a consulting and strategic positioning firm which has developed a successful search practice specializing in the identification and selection within the financial services industry. We 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. Our executive search practice is comprehensive, covering: *Actuarial, Financial, Technology, Broker / Dealer, Marketing, Underwriting, Legal* and other specialty functions and disciplines.

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