

PRESS RELEASE

New World Marketing, Inc. announces James G. Scott, Jr., former Air Force combat fighter pilot, to join Executive Search Placement Division

HOUSTON, TX – New World Marketing, Inc. today announced the appointment of James G. Scott, Jr. as vice president in its executive recruitment and specialty consulting practice. Scott, a retired U.S. Air Force Colonel, is an expert in human resources, recruiting, and career development. In the course of his 26 years in the Air Force, he managed large-scale, highly complex aviation operations, logistical support activities, and human resource programs.

“Jim’s extraordinary leadership abilities and his demonstrated commitment to help people achieve their dreams are great assets to New World Marketing as we continue to experience a significant increase in search assignments,” said Robert S. Cauthen, Jr., New World Marketing, Inc. Chairman and CEO.

“New World’s clients will benefit from Jim’s integrity and insight into how organizations succeed through the contributions of talented, hard-working, and creative people,” Cauthen said. “We are extremely pleased and proud to have him on board.”

A graduate of The Citadel, Scott began his career as a fighter pilot and flew numerous high performance aircraft, including the F-4, F-5, and F-15. After several flying assignments, he was selected Headquarters Chief of Manning and Career Development at Langley Air Force Base in Virginia. He managed assignments, career development, training, and program analysis for 41,000 aviators and support technicians of the Air Force Air Combat Command. In addition, he located the Air Force’s premier fighter pilots to serve as instructors at the Air Force Tactical Weapons Center and orchestrated the highly competitive selection of pilots for the “Thunderbirds” aerial demonstration team.

Scott personally managed the selection process of Air Force Squadron Commanders, which form the cornerstone of the military’s combat capability. He was widely respected throughout the military aviation and human resources communities for “placing the ‘personal’ in personnel” and involving individuals in important decisions about their careers.

As Tactical Air Control Center Commander during Desert Shield/Storm, Scott was responsible for erecting the largest command and control network in U.S. history in Saudi Arabia. At the height of the war, his unit provided 100 percent-reliable communications in support of 3,400 U.S./Allied air missions per day.

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Following the Gulf War, he served as Full Professor and Director of Training for 650 Air Force candidates at The Citadel, the home of the largest Air Force ROTC detachment in the nation. His innovative recruiting initiatives produced a 400 percent increase over two years in the number of cadets seeking to become Air Force officers.

Most recently, Scott worked with Boeing Aerospace Company, where he successfully activated the first Mission Training Center, which provided highly complex simulated fighter training for combat-ready crews prior to their deployment to Southwest Asia.

Scott earned a Bachelor of Science degree in Business Administration from The Citadel and a Master of Arts degree in Guidance and Counseling from Ball State University.

"I am very pleased to join New World Marketing," Scott said. "New World is recognized for the high caliber of candidates it brings to financial services firms, and I'm excited by this opportunity to bring my skills and experience to our clients."

New World Marketing, Inc. was founded in 1996 by Cauthen, a former senior executive in the financial services industry and former CEO of American General Life Insurance Co. New World Marketing, Inc. is a diverse consulting, strategic positioning, and executive search placement firm, providing services both domestic and international in scope. Together, New World Marketing's associates bring more than 140 years of combined management experience in financial services. In addition to placing top talent in the industry's senior executive ranks, New World Marketing provides product concept and solutions to senior management in leading insurance and reinsurance companies.

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