

The Ruth Group Founder & CEO Awarded IR Magazine's "Lifetime Achievement in Investor Relations"

35-Year Career as Industry Pioneer and Leader

New York, NY – March 25, 2010 – The Ruth Group (TRG), a full service investor and public relations agency dedicated to healthcare and technology, announced today that its founder, CEO and president, Carol Ruth, was selected by IR Magazine to receive this year's "Lifetime Achievement in Investor Relations" award during the IR Magazine US Awards 2010 on March 24. IR Magazine's award recognizes Ms. Ruth's long-term commitment and ongoing leadership in the US investor relations and public relations industry.

Carol A. Ruth, Founder, CEO and President of The Ruth Group, commented, "It's very gratifying to receive this award as it not only recognizes my career, but more importantly it affirms the value and leadership that The Ruth Group continues to uphold in providing strategic communications counsel to our emerging healthcare and technology clients. I would like to thank IR Magazine for this prestigious honor and extend my overwhelming gratitude to my terrific team at The Ruth Group, as well as everyone who has worked alongside me to build recognition for this industry."

TRG was founded by Ms. Ruth in 1999 and under her leadership has become one of the industry's preeminent healthcare and technology-focused investor relations and public relations agencies. The firm currently represents companies across all stages of development, from start-up through public ownership. Ms. Ruth advises corporate management teams on a broad range of strategic communications initiatives, including financings, mergers and acquisitions, crisis communications, clinical development programs, and launches of new products and technologies. Since starting the firm over 10 years ago, Ms. Ruth has personally managed over 40 IPOs, including several recent healthcare-driven listings.

Over the course of her 35-year career in investor relations and public relations, Ms. Ruth has been a leader in forging many of the guidelines and best practices that are standard in the industry today. Ms. Ruth spent the first 18 years of her career at Hill and Knowlton, where she rose to become one of the industry's first female senior vice presidents. Following Hill and Knowlton, Ms. Ruth leveraged her entrepreneurial drive to establish Dewe Rogerson, Inc., the subsidiary of the British company bearing the same name, which she built into a leading cross-border investor relations firm with revenues totaling over \$10 million.

About the IR Magazine US Awards:

Investors and analysts have been voting for America's best IR teams since 1996. The winners of the IR Magazine US Awards 2010 were selected in an online survey of 4,179 buy-side analysts, sell-side analysts, portfolio managers and retail investors. The awards were presented at a gala dinner at Cipriani Wall Street on the evening of March 24. For more information: irmagazineus.com.

About The Ruth Group (TRG)

The Ruth Group (TRG) is a New York City-based full service investor and public relations agency providing top-tier counsel, communications strategies and capital markets advisory to healthcare and technology companies. In-depth, sector-specific expertise differentiates TRG from all other agencies through specialized teams dedicated to healthcare services, medical technology, specialty pharmaceuticals, biotechnology, alternative energy, internet media, and technology. Each team is run by professionals available 24/7, and skilled in the areas of finance, corporate communications, industry and science. For more information please visit <http://www.theruthgroup.com/>.

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