

Savvy Marketing Group Expands Healthcare Practice

RESEARCH TRIANGLE PARK, N.C. - Savvy Marketing Group announced the addition of healthcare advisor, Michael Yarborough, MD to provide counsel to the company's healthcare practice. Additionally, the company announced that Amy DeWinter has joined Savvy as a Principal, expanding the firm's medical device marketing capabilities to Savvy clients through her experiences with CardioThoracic Systems, Edwards Lifesciences, and Teleflex Medical. Dr. Yarborough is an accomplished surgeon whose practice pioneered innovative procedures in their market such as fiberoptic endoscopy and radio-guided surgery for sentinel lymph nodes.

"These additions expand our reach and ability to add value to more companies that want to evaluate innovative technologies, create new markets and grow their businesses," said Grace W. Ueng, CEO of Savvy Marketing Group.

"When we were finalizing our market requirements to bring our technology to market, Savvy Marketing Group came highly referred," said Mike Russell, Clinical Training Manager, of TransEnterix, which recently raised \$55MM in a second round of institutional financing. "The Savvy team got up to speed very quickly, created an on target discussion guide, conducted high quality research with surgeons in a timely manner, and then shared findings and insights that met our needs perfectly. We plan to call upon Savvy Marketing Group again in the future, and I definitely recommend their services."

About Savvy Marketing Group

Founded in 2003, Savvy Marketing Group, LLC is a leading consulting firm, headquartered in Research Triangle Park, NC, that uses proven methodologies to help new ventures within Fortune 500 companies as well as early to later stage ventures maximize their chances for success. Savvy Marketing Group principals each have extensive industry experience and collectively serve the technology, healthcare, consumer, education, and financial/business services sectors. For more information, please visit www.savvymarketinggroup.com.