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FOR IMMEDIATE RELEASE

IMD International Search Group Names Marketorum, LLC Agency-of-Record

LAMBERTVILLE, N.J. — Dec. 1, 2009 — IMD International Search Group, a leading global executive search consortia with more than 15 partner search firms in Asia, Europe and the Americas, has named Marketorum, LLC, a Lambertville, N.J.-based marketing, business strategy and technology agency, as its agency-of-record. Marketorum will provide a full range of services for IMD, including website development and content management, public relations and social media initiatives.

Thomas J. Fuller, IMD board member and general managing partner of New York and Morristown, N.J.-based Epsen Fuller, said Marketorum's expertise in the world of social media has provided valuable guidance and strategic capabilities as the global business marketplace has become increasingly connected.

"More and more senior executives worldwide, including C-suite level executives like CEOs and CFOs, are becoming plugged into social media networks like Facebook and LinkedIn," Fuller noted. "IMD is utilizing social media to communicate more effectively about the opportunities our global partners represent, and Marketorum is leading the way."

Patricia Stewart, Marketorum president & CEO, said IMD is a perfect example of a company that has moved beyond its traditional business model to embrace new ideas and innovative ways to approach international marketing.

"Marketorum has provided insights and direction to help a global executive search company like IMD integrate social media solutions offering new tools, strategies and analytics beyond what traditional marketing campaigns can deliver," said Stewart.

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About IMD International Search Group

Founded in 1972, IMD International Search Group (www.imdsearch.com) is a Top 15 global search organization with more than 40 offices and 150 consultants in major markets throughout the Americas, Asia-Pacific, Europe and the Middle East. Providing instant access to a world-class executive talent pool serving the global economy, IMD specializes in placing top-tier executives throughout the world and specializes in the areas of technology, communications & media, pharmaceutical & life sciences, consumer markets, industrial & manufacturing, as well as the financial and professional services.

About Marketorum, LLC

Marketorum, LLC is a group of highly skilled, professional problem solvers with an unparalleled passion for excellence that average 20-plus years of professional expertise in marketing, business strategy, technology and related disciplines. Marketorum leverages the team's collective experience working with leading global corporations in various industries, including nonprofits, consumer brands, hospitality, pharmaceuticals and telecommunications, providing the latest, most relevant and thought-provoking business knowhow to take clients far beyond their expectations.

For more information, please contact Patricia Stewart, Marketorum president & CEO, at (609) 651-8518, pstewart@marketorum.com or visit www.marketorum.com.

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