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FOR IMMEDIATE RELEASE

THE GINGRICH GROUP AND IMC CREATE STRATEGIC ALLIANCE

TARGETING NATIONAL HEALTH-RELATED BUSINESSES

Former Speaker of the House Dedicated to

Designing a 21st Century Healthcare System

Weston, Florida – June 10, 2002 – The Gingrich Group, a strategy and communications consulting firm and IMC, a management consulting firm, today announced that both companies have agreed to create a strategic alliance targeting the country's widely diverse and thriving healthcare/medical community.

"We are excited to be working with IMC in offering the healthcare and business communities the added depth and national presence it demands to effectively compete on a national level and in key markets throughout the country," said Nancy Desmond, President, The Gingrich Group. "This partnership with IMC brings together the strengths of IMC and its team of highly experienced and professional senior executives with The Gringrich Group's results-driven strategic initiatives and alliances."

The two companies will provide strategic thinking and planning, strategic communications and networking opportunities for clients in key functional areas of communications, government relations, sales and marketing, product development, and/or human resources.

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In particular, the two companies have embarked on a systemic crusade to integrate a 21st Century healthcare approach characterized by technology and entrepreneurship creating choices and greater quality at lower cost. This 21st Century approach positions the patient as the nucleus of every facet of healthcare.

Recognized as one of the most accomplished strategists, communicators and visionaries in America today, former Speaker of the House of Representatives Newt Gingrich founded The Gingrich Group as a strategy and communications firm providing organizations with a unique, transformational approach to succeeding in today's marketplace.

"As the global economy continues to drastically change right before our eyes, so too does the demand for more results-driven marketing initiatives," said Christopher Malter, CEO, IMC. "Together, IMC and The Gingrich Group offer the country's medical and business communities a multi-dimensional approach to marketing communications that integrates a true understanding of the client's core business coupled with extensive knowledge and expertise in operations to deliver results that influence the bottom line."

By using The Gingrich Group/IMC approach, businesses and organizations worldwide are discovering new and better ways to thrive in a rapidly changing world -- a world where amazing opportunities, transformational discoveries and monumental challenges call for a different brand of leadership, a new type of strategic direction, and a unique kind of consultant.

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"We guide Fortune 500 companies and large trade associations, as well as smaller companies with transformational technologies across a broad range of industries," said Desmond. "Our primary focus is on long-term consulting relationships, but the alliance will accept a limited number of short-term contracts related to specific projects of substantial impact and importance. We have particular interest and expertise in working with organizations in the areas of healthcare, technology, telecommunications, environment and energy, education and learning and safety and security."

About IMC

IMC is a management consulting firm dedicated to counseling business leaders in addressing their greatest challenges. Whether it's reorganizing for long-term growth, improving business processes and performance, or optimizing resources for greater profitability, IMC's proprietary model is a proven formula for success. For more than a decade, IMC has counseled clients of multi-national corporations, as well as small and mid-size companies. Behind the leadership and direction of [Christopher Malter](#), an innovative, respected thought leader in corporate, strategic and leadership issues, IMC is dedicated to working with clients to establish sustainable competitive advantages, increase revenues and accelerate business growth.

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