

For Immediate Release **May 7, 2008**

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New CEO and Director of Business Development Join B2B Marketing Company, Volkart May & Associates, Inc.

MINNEAPOLIS, May 7, 2008 – Volkart May & Associates, Inc. (VMA), a B2B lead generation, database management and marketing services firm is pleased to announce Christina (Chris) Temperante as new CEO and Cathy Schmid as new Director of Business Development.

Temperante joins VMA with 20+ years of experience in the medical device industry, a market segment in which the B2B marketing company continues to have much success. Temperante has a substantial international and strategic marketing background and brings strong executive leadership from her most recent role as President of the Medical division at Hutchinson Technology, Inc. and her 21-year tenure with 3M where she led global marketing and business development initiatives.

"The opportunity at VMA is just incredible to me," said Temperante. "There are so many businesses that struggle with the high costs of marketing and sales and their inability to really measure the value for their investment. In these times, it is even more important to spend internal selling dollars wisely. VMA has built a strong reputation as a marketing firm that can bring measurable results with high returns to their clients. Bruce (Volkart) and I hope to continue to expand our product and service offerings with new initiatives that broaden our marketing and business development footprint."

Schmid joins the B2B marketing company with over 20 years of success in securing and growing key accounts for Twin Cities based companies. Schmid brings strategic relationship building experience and expertise in direct marketing, customer acquisition and retention, sales incentives and health and wellness programs for major accounts. She also brings solid marketing knowledge that includes well-rounded experience in the health care field. Most recently, Schmid was the National Sales Director of Health Care at Customer Elation where she was responsible for the strategic marketing, development and implementation of call center and database management services for health care and medical device companies.

"I am thrilled to be part of the team at VMA where they have demonstrated a strong commitment to high quality acquisition and retention programs that deliver significant ROI," said Schmid. "With VMA's successful growth, a unique opportunity exists to further enhance existing services and to identify new clients that can also benefit from VMA's measurable marketing capabilities."

Former CEO, Bruce Volkart who started the organization in 1990, will remain with VMA as Chairman and Managing Partner alongside Temperante who has also invested in the company.

"VMA's focus in the past months on growing our service portfolio, particularly on-site business development staffing and lead tracking and management capabilities coupled with the tremendous growth over the past year have provided significant opportunity," said Volkart. "The time was right to bring in additional leadership and sales talent to further leverage our success and opportunities. It's an exciting time for VMA and I'm pleased to welcome Chris and Cathy to our team."

VOLKART MAY & ASSOCIATES, INC.**News Release**

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About Volkart May & Associates, Inc. Volkart May & Associates, Inc. (VMA) is a Minneapolis based marketing firm with over 25 years of experience delivering sales and marketing ROI through highly effective customer acquisition and retention programs. Organizations of all sizes benefit from VMA's deep industry knowledge and strategically driven portfolio of business development and marketing services that include inquiry qualification, B2B lead generation, appointment setting, database management, event support, market research and on-site business development staffing. Through the initiation of live, one-on-one phone interactions, VMA's Business Development Specialists build rapport with customers and prospects in all industry verticals including health care, medical device and technology. For more information on VMA, please visit www.volkartmay.com.

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