

Date: October 12, 2006

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Timing: For Immediate Release

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## **EXCEL IN MARKETING SELECTED BY CIRIUS GROUP, INC TO RECREATE BRAND AND WEBSITE**

**Orinda, CA** – The Orinda-based marketing firm Excel in Marketing LLC has been awarded a contract by Cirius Group, In. to re-vitalize a 20-year old brand, which includes a new identity package consisting of logo, letterhead, envelopes, business cards and website.

Cirius Group, Inc. provides revenue cycle management solutions for hospitals with 300 or more beds throughout the United States. By facilitating complex payer systems and keeping hospitals in compliance with federal codes and standards, Cirius Group, Inc. finds itself in a hypercompetitive decade in which many new, well financed players are entering their space. Realizing the need for an updated look that matched the quality of their products, Cirius Group, Inc. selected Excel in Marketing Inc. to rebuild their existing look and feel.

EIM will immediately review their existing materials, interview sales and executive management, and audit their prospects and customers to determine the perceived value and weaknesses of the company and their products. EIM will then go into extensive research to determine the competitive landscape and provide a compelling look that differentiates the group from the many others in the playing field.

“Our hope is to increase the level of sophistication of Cirius Group, Inc. and help them to envision a higher standard of communication tools in which they can utilize to sell their products. This step is long overdue and we’re thrilled that Cirius Group, Inc. has entrusted us with the challenge,” said Temple-Wolfe, Principal of EIM.

A well-orchestrated creative team will review the research and create a unique positioning for Cirius Group, Inc. Once the brand is complete, the website will be redone to reflect the new brand and product/service positioning.

“We have done a great deal of research and believe we understand the challenges Cirius Group, Inc. faces. Competing with Fortune 500 companies that have deep pockets and large sales forces, Cirius Group, Inc. owners will need to make incremental strategic changes to survive. We look forward to helping them accomplish this tall order,” Temple-Wolfe reflected.

EIM brings extraordinary value to small companies like Cirius Group, Inc. who struggle to increase sales and keep resources on track. By outsourcing to professionals in research, design and writing, staff can seamlessly continue serving their customer base and prospect without interruption.

Too often, many small companies can’t afford the high cost of agencies, which can range from \$10,000 to \$80,000 a month retaining fees. Nor can they afford a marketing executive, which in the Bay Area ranges from \$150,000 to \$200,000 a year plus benefit packages. Excel in Marketing aims to

meet the needs of those small companies that desperately need high value production to increase their business. We work closely with our clients to structure an affordable price schedule that works best for them.

The consultants at Excel in Marketing are marketing professionals with more than a century of experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. As a virtual team, it helps to keep expenses down, as well as provide clients more flexibility and higher value. Our consultants seamlessly operate as an extension of your team and help to ensure that your organization's most immediate needs and priorities are fulfilled.

For more information, please contact Christine Temple-Wolfe at (925)876-7191 to schedule a free consultation or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com)

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