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**MONTEFIORE MEDICAL CENTER SELECTS CRONIN AND COMPANY**  
**AS ADVERTISING AGENCY OF RECORD**

Glastonbury, Conn./October 10, 2011 – Montefiore, the University Hospital and Academic Medical Center for Albert Einstein College of Medicine located in the Bronx, has selected Cronin and Company, LLC., a full-service marketing communications agency, as its advertising agency of record . As its first assignment, the premier academic medical center has tapped Cronin to create a new integrated brand advertising campaign to include television, on-line, print, radio and out-of-home advertising executions as well as a web-landing page.

“Cronin’s solid, proven expertise in the health-care category was a key factor in our selection,” says Cynthia Hayes, chief marketing officer of Montefiore. “We were particularly impressed with their inspirational, out-of-the-box creative approach to an advertising strategy that is synergistic with our current brand. We look forward to working closely with the Cronin team.”

The campaign, which is due to launch this quarter, is designed to expand Montefiore's brand exposure in local and regional markets and highlight the medical center as a nationally-recognized leader in specialty medicine. As part of the effort, Cronin will develop a web-landing page to work in conjunction with the campaign and drive traffic.

“We’re excited about the opportunity to work with Montefiore,” says Steve Wolfberg, partner/president and chief creative officer for Cronin and Company. “We look forward to creating

powerful and compelling work that will elevate their brand in one of the most crowded and competitive hospital landscapes in the country.”

As the University Hospital for Albert Einstein College of Medicine, Montefiore is a premier academic medical center nationally renowned for its clinical excellence and scientific discovery; compassionate, patient-centered model of care; commitment to its community; and medical education, including the second largest residency program in the country. Montefiore is recognized among the top hospitals nationally and 6th out of 180 in the New York metro area by U.S. News & World Report. The Children's Hospital at Montefiore has consistently ranked in U.S. News "America's Best Children's Hospitals," and is 2nd among those in the New York metro area. As an integrated health system, it is comprised of four hospitals, has nearly 1,500 beds and over 93,000 annual hospital discharges, and is seamlessly linked by advanced technology. State-of-the-art primary and specialty care is provided through a network of nearly 100 locations across the region, including the largest school health program in the nation and a home health program. Inspired by its patients and its community, Montefiore is on the frontlines of developing innovative approaches to care and is a national model for excellence. For more information on Montefiore visit [www.montefiore.org](http://www.montefiore.org).

Founded in 1947, Cronin and Company, LLC with offices in Glastonbury, CT and Albany, NY, is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include: advertising, interactive, public relations, social media, strategic planning, media and analytics, print and broadcast production, database/direct marketing and research. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America, Direct Marketing Association and is a Google Adwords Certified company. Additional information about Cronin is available online at [www.cronin-co.com](http://www.cronin-co.com).

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