

NEWS RELEASE

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Big Arrow Group Partners with Greenwich Hospital to Develop the Hospital’s New Brand Strategy

NEW YORK, NY – November 6, 2007 – Big Arrow Group, a full-service strategic consulting and communications firm has been selected as the branding and strategic communications agency of record by Greenwich Hospital, a member of the Yale New Haven Health System, to extend the hospital’s brand strategy and corporate identity materials.

Greenwich Hospital is a 174-bed community hospital, serving lower Fairfield County Connecticut and Westchester County New York. Since opening in 1903, Greenwich Hospital has evolved into a progressive medical center and teaching institution and it is a major academic affiliate of Yale University School of Medicine.

After a 4-month exploration of its brand in early 2007, Greenwich Hospital chose Big Arrow Group to help execute the hospital’s new vision. Big Arrow will identify and consolidate Greenwich Hospital’s existing brand equities and align them with a long-term, consistent communications platform designed to strengthen the hospital’s leadership position within a widening service area.

“We selected Big Arrow as our marketing partner because we are confident that their vision for Greenwich Hospital will strengthen our position in the community,” says Heather Porter, manager, strategic marketing at Greenwich Hospital. “Big Arrow approached our rebranding plans strategically. They are now helping us align the business and strategic goals for the hospital and the system. We believe this will lead to a stronger bond between the hospital, our patients and the surrounding community.”

“We are pleased to partner with Greenwich Hospital on this important initiative,” says Mike Marino, president and CEO of Big Arrow Group. “We are looking forward to working closely with the hospital on this alignment making sure the connections between their business goals, brand strategies and stakeholder behaviors build an authentic and meaningful hospital experience; one that will support and grow the Greenwich Hospital brand in their community.”



About Big Arrow Group

Big Arrow Group is a full-service strategic consulting and communications firm specializing in global brand development, marketing planning and integrated communications, new product development and market research. The firm has redefined communications deliverables through research and case-tested strategies to provide their clients with practical, easily activated strategies that build and accelerate brand momentum. Founded in 2004, Big Arrow Group is headquartered in New York City, N.Y. with consultancies in London and Los Angeles. Big Arrow Group provides strategic planning and corporate brand development in technology, healthcare, pharmaceutical and business-to-business for a wide range of clients, including Biocodex, Genzyme Corporation and W.R. Grace and Company. To learn more about the Big Arrow Group, please visit <http://www.bigarrowgroup.com>.

About Greenwich Hospital

Greenwich Hospital is a 174-bed community hospital, serving lower Fairfield County Connecticut and Westchester County New York. It is a major academic affiliate of Yale University School of Medicine and a member of the Yale New Haven Health System. Since opening in 1903, Greenwich Hospital has evolved into a progressive medical center and teaching institution with an internal medicine residency. Greenwich Hospital provides a wide range of medical, surgical, diagnostic and wellness programs. High quality of care, coupled with Greenwich Hospital's convenient location, are reasons many patients choose to be treated there.

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