

FOR IMMEDIATE RELEASE

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Media Contact: Corrie Weil
Baker & Associates, Inc.
(843) 769-5878
cb@bakerandassociates.net

Atlanta Cardiac and Thoracic Surgical Associates Elects Baker & Associates, Inc.

As one of only three medical practices in the Atlanta area that performs a high volume of both thoracic and cardiac surgeries, Atlanta Cardiac and Thoracic Surgical Associates (ACTSA) has a unique marketing opportunity. They have chosen Charleston-based Baker & Associates, Inc. to help them market their special services. Along with developing their logo and producing their first newsletter, Baker & Associates, Inc. has developed a complete marketing and public relations program for the practice to create awareness about their services and capabilities to the medical community and potential patients.

ACTSA consists of three primary surgeons, Dr. John Moore, Dr. Darrell Caudill and Dr. Rob Matheny, who operate on many patients who have been declined elsewhere for surgical intervention. Together, they have been instrumental in bringing new techniques to the Greater Atlanta area. Dr. Moore and Dr. Caudill deal in the Thoracic area of surgery, and Dr. Matheny handles Cardiac surgery. In a poll of Greater Atlanta physicians taken by Atlanta Magazine, Dr. Moore was one of two physicians in the field of thoracic surgery to be chosen by his peers as "Top Doc." The polled physicians were asked to name the physician they would most desire to treat a loved one.

Charles H. Baker, a graduate of The Citadel, The Military College of South Carolina, founded Baker & Associates, Inc. in 1986. It consists of a group of proven and experienced freelance personnel with a mix of local, regional, and national account knowledge. With a wide

range of clients such as Porta-Nails, Inc, Banks Construction, Dunes Properties, Ainsdale Park, The Citadel, AAI International and many others, Baker & Associates, Inc. remains a strong force in the Southeast for advertising, marketing, and public relations business.