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For more information, please contact:  
Patrick Duffey  
VP, Mindworks Communications  
pduffey@gomindworks.com  
856-384-1793

The Wyanoke Group is pleased to introduce Mindworks Communications, a full-service communications company that combines sales, special project services along with marketing and design capabilities to present new educational and marketing opportunities for its customers. Structured in three divisions -- Sales, Marketing and Special Services -- Mindworks will operate as a single business unit designed to deliver innovative, comprehensive solutions.

Core competencies of Mindworks Communications include: advertising sales, branded educational programs, graphic design, event and exhibit management, marketing, content creation, Web design, and search engine optimization. For more information on Mindworks Communications, visit [www.GoMindworks.com](http://www.GoMindworks.com).

The creation of Mindworks Communications as a full-service marketing and sales agency is the perfect complement to Wyanoke's other independent entities, SLACK Incorporated, health care publishing, and Vindico Medical Education, accredited education.

Mindworks Communications specializes in audience engagement. Interactive websites educate with depth and focus. Live events bring attendees face-to-face with recognized, respected thought leaders. Measurable outcomes are matched to client needs. And powerful marketing campaigns deliver branded and unbranded messaging with pinpoint accuracy. No one provides a more comprehensive health care communications solution.

"The introduction of Mindworks Communications follows Wyanoke's separation of sales, project and marketing divisions from SLACK, creating a pure content provider entity in SLACK and creating a powerful, creative sales and marketing entity in Mindworks," said John C. Carter, Chief Operating Officer of The Wyanoke Group. "The moves also allow Vindico and SLACK to joint sponsor in compliance with ACCME guideline revisions effective August 1, 2009, and establish Mindworks as the sales, marketing and non-CME project representative for SLACK publications and products."

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Note: The Wyanoke Group is the holding company for SLACK Incorporated, Vindico Medical Education, Mindworks Communications and Cyrus Express. For more information on Wyanoke or any of its companies, please visit [www.WyanokeGroup.com](http://www.WyanokeGroup.com) or contact Patrick Duffey, Vice President of Mindworks Communications, via email at [pduffey@gomindworks.com](mailto:pduffey@gomindworks.com) or by phone at 856-384-1793, ext. 262.