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FOR IMMEDIATE RELEASE**CPM Marketing Group Hires Fritz to Lead Business Development**

Middleton, Wisconsin, July 12, 2006 – CPM Marketing Group Inc., a leader in Customer Relationship Management (CRM) solutions for healthcare, has appointed Zachary J. Fritz director of business development. Fritz has nearly 15 years experience in sales, sales management, marketing and strategic planning, mostly with rapidly growing technology firms. For the last 12 years, he has focused exclusively on healthcare in the provider and payer verticals.

Fritz joined CPM's executive team at the beginning of the year, taking on the responsibilities of generating new revenue for the hospital market and growing the existing sales force. Additionally, his responsibilities include monitoring competitive positioning and industry movement and executing tradeshow tactics.

"We are very excited to have an individual of Zac's caliber join our team," said John Hallick, CPM's president and CEO. Zac's combined strengths in sales and management benefit CPM and the entire healthcare CRM marketplace."

Fritz most recently worked as business development manager for HealthMedia, the nation's leading online intervention firm located in Ann Arbor, Mich. While there, he led teams that secured large, national deals with HealthNet/MHN, Hewlett-Packard and McKesson. Prior to HealthMedia, Fritz worked as vice president of sales for IntelliCare, a provider of medical call center software and services headquartered in Portland, Maine. At IntelliCare Fritz managed the national sales team and the inside sales department as well as held matrix responsibility related to marketing, product development, and strategy for the provider segment. During his four years there, the company's revenue grew from \$4 million to \$19 million.

Previous positions include serving as director of marketing for a VHA-operated medical call center in Indianapolis; branch manager for Phoenix-Hudson Health Services, a national provider of physical therapy services; and group sales manager for The Promotion Company, an Indianapolis-based promoter of live entertainment events. Fritz's sales career began with Pitney-Bowes.

Fritz graduated with a bachelor's degree in history from DePauw University. He went on to receive a master's of business administration from the Kelley School of Business at Indiana University with a concentration on corporate marketing and strategic planning.

About CPM Marketing Group Inc.

CPM Marketing Group Inc., headquartered in Middleton, Wis., is a pioneer in the development of Customer Relationship Management (CRM) solutions, including database development, intelligent healthcare marketing systems and predictive market segmentation. CPM's integrated solutions allow healthcare organizations to maximize their customer relationships through market analysis, strategic planning and targeted personal communications. The foundation is an accessible, customer-centric database that includes comprehensive individual and household data. CPM's suite of software tools provides easy and secure access to the data for individual snapshots of patients and health consumers on a segment-of-one basis. For more information, visit www.cpm.com, call (800) 332-2631 or e-mail marketing@cpm.com.

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