

**FOR IMMEDIATE RELEASE**

*Piedmont Healthcare awards creative and media accounts to Tailfin Marketing.*

**ATLANTA, Ga.** - (February 21, 2011) – Piedmont Healthcare, which includes four Piedmont Hospital locations, Piedmont Physicians and the Piedmont Heart Institute, has named Tailfin Marketing as their agency-of-record.

The Tailfin team will continue to build on Piedmont’s brand promise – “The perfect balance between health & care” – handling creative and media placement duties across traditional and digital channels.

“We’re thrilled to be awarded the business” said Greg Abel, Co-founder and Director of Client Services for Tailfin. “We’re firmly rooted in the community so we couldn’t be more excited to partner with such an iconic and respected name in Atlanta healthcare.”

**About Tailfin Marketing Communications**

Founded in 1999, Tailfin is a mid-sized, full-service marketing communications agency based in Atlanta, Georgia. Tailfin delivers big-brand creative talent with small agency agility and personality for international consumer brands such as Hilton Hotels and eBay, a number of mid-sized national consumer and business-to-business brands, and a few local favorites just for fun. Tailfin’s capabilities and work portfolio run the gamut from strategy through execution in both traditional and digital channels. Tailfin is an active member of the National Women Business Owners Corporation. For more details, log on to [www.tailfin.com](http://www.tailfin.com).

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Media Contact:  
Greg Abel  
Tailfin Marketing Communications  
678-592-0785  
[greg@tailfin.com](mailto:greg@tailfin.com)