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NORAL GROUP INTERNATIONAL, INC. NAMES JOHANNA NESTOR DIRECTOR OF HEALTH MARKETING

U.S. Department of Health and Human Services Veteran Bolsters Public Health Expertise at Noral Group International, Inc.

September 29, 2008 – Washington, DC – Johanna Nestor has been named Director of Health Marketing for Noral Group International, Inc. In her new role, Nestor will be responsible for leading and growing Noral’s public health practice. Nestor will report to Eva Kasten, President and founder of Noral Group.

“Johanna’s experience in health related programs and initiatives and in government contracting are a perfect match for Noral’s goal to grow our client base in the public health sector,” said Kasten. “Her strong track record with the U.S. Department of Health and Human Services will be invaluable as we continue to build this sector of the firm.”

In her new position, Nestor will oversee the firm’s public health accounts, including the *Parents Speak Up National Campaign*, a proven public education initiative from the U.S. Department of Health and Human Services. Nestor’s key areas of oversight for the campaign will include the direction of advertising strategies, the leadership of consumer research efforts and the development of community outreach programs. Additionally, Nestor will be responsible for growing the firm’s knowledge base in public health, media and marketing with proprietary research.

Nestor joins Noral following thirteen productive years with the U.S. Department of Health and Human Services where, most recently, she served as Director of the Office of Adolescent Pregnancy Programs and Acting Deputy Director of the Office of Population Affairs. Before that, Nestor served as a Public Health Analyst for the Office of Adolescent Pregnancy Programs.

Nestor is a graduate of King College, and has her Masters in Public Health from George Washington University. Additionally, she holds her Certification in Public Health. Nestor currently resides in Rockville, MD, and will be based at Noral Group headquarters in Washington, DC.

About Noral Group International, Inc.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good.