



Midtown Consulting Group Announces Strategic Hires

ATLANTA, GA (September 1st, 2008) - Midtown Consulting Group (MCG), a Management Consulting Firm, today announced the addition of Ellen Bailey, David Smith and Ruth Laurens to its team.

Ellen Bailey will be the Director of MCG's Health Care practice bringing over thirty years of business experience much of which has been spent in health services. Prior to joining MCG, Ellen was Chief Operating Officer of Cardiology of Georgia. During her 15 years with the practice, it grew from one office with five physicians to 14 offices with over 30 physicians through the hiring of key physicians and a series of mergers. She recently oversaw the sale of COG to a large hospital system. Currently, Ellen also serves as a Trustee on the Board of Emory University on its finance and audit committees and is helping to launch a billion dollar plus fundraising campaign. She has an EMBA from the Goizueta Business School at Emory University and graduated Phi Beta Kappa from the University of Georgia with a Bachelor of Science degree in Mathematics.

David Smith will lead MCG's CFO Services Offerings and brings over 15 years of leadership experience working with Fortune 2000 firms in a variety of industries. Prior to joining MCG, David was a Principal with The North Highland Company where he led the CFO Services offerings and assisted in growing the firm by working with finance executives to transform and streamline their operations. In addition, David has experience managing large ERP implementations, financial restatements, merger consolidations, and finance transformation efforts. He holds a Bachelor of Science degree from Bloomsburg University of PA and is a Certified Public Accountant.

Ruth Laurens will serve as both Controller and Director of Human Resources for MCG which is similar to the role she played with Cardiology of Georgia over the past decade.

William J. Falconer, MCG's CEO said, "We project 2008 revenue to exceed 2007 by at least 30% and as such we want to continue to invest for the future in both our professional consulting staff and infrastructure to support our rapid growth. Ellen Bailey and David Smith strengthen our Senior leadership team in addition enabling us to further expand our efforts into the growth sectors of Healthcare and CFO Services. Ruth Laurens knows how to create the financial reporting and employee support programs necessary to allow MCG to achieve its goals."

About Midtown Consulting Group

Midtown Consulting was founded in Atlanta in early 2004 by Bill Falconer and Jeff Elam. Midtown Consulting Group is a Management Consulting firms that helps clients bridge the gap between strategy and execution. The company offers services in three delivery platforms: Strategic Business Operations, Technology Advisement, and Strategic Implementation. The unique combination of experienced consultants, efficient execution, and pragmatic solutions uniquely position MCG to deliver on the company Mission: **provide high-value consulting services to our clients**. For more information, please visit www.midtowncg.com, or contact us at info@midtowncg.com.