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FOR IMMEDIATE RELEASE

**InSIGHT MARKETING ANNOUNCES NEW ACCOUNT MANAGER  
Kate Mayer Joins Westchester County Marketing Consulting Firm**

Mamaroneck, New York – December 2009 -- InSight Marketing, a Westchester County-based marketing consulting firm, is proud to announce the newest team member, Kate Mayer, to InSight's crew of creative marketing professionals.

As Account Manager, Kate will be the essential marketing liaison between the client, creative teams, production, research, and distribution — ensuring the quick turnaround and thorough research InSight Marketing is known for. Kate brings over a decade's experience of marketing know-how and innovative thinking to best serve InSight's clients. She has worked for area marketing agencies, as well as a freelance writer for various medical, educational, and financial institutions.

"Kate brings a personal approach to our client account service. She is very responsive to every client's phone call, email or text, and is diligent with providing constructive solutions to every inquiry, regardless of how small or challenging it may be," said Rocco Cipriano, InSight Marketing's president. "All that, and she's a helluva writer too."

**InSight Marketing** is a Westchester County, New York-based marketing consulting firm specializing in small and mid-sized companies pursuing branding, marketing, advertising, PR, direct and online marketing expertise. InSight Marketing combines sharp, strategic focus with award-winning creative to ensure winning results for every client's marketing and promotional efforts.

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**For further information about InSight Marketing,  
visit [www.insightmrktg.com](http://www.insightmrktg.com) or call 914-777-9700.**