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HARDEN PARTNERS WINS JOHN MUIR HEALTH ACCOUNT

Firm expands healthcare practice by signing one of America's Top 50 Hospitals

Oakland, Calif. (May 3, 2010) -- Harden Communications Partners, a public relations agency based in the San Francisco Bay Area, announced today it was chosen to serve as the agency of record for John Muir Health, a major regional health care organization that includes three hospitals and a number of primary care and outpatient clinics serving people throughout Contra Costa, southern Solano and parts of Alameda Counties.

"This agency's ability to deliver great results and gain attention from our key audiences, including physicians and consumers, adds a valuable asset to our comprehensive marketing effort," said David Hook, executive director of marketing and communications at John Muir Health. "As John Muir Health completes its renovation and expansion projects, we want to leverage Harden's deep knowledge and expertise in healthcare PR to expand awareness about our award-winning programs."

"We are delighted to add a world-class medical center to our growing roster of high quality clients," said Patricia Harden, founder and managing partner of the firm. Harden Partners' initial collaboration with John Muir Health began in summer 2009. "Drawing on our experience in working with physicians, community influencers and consumer media, we will drive communications to support John Muir Health's brand."

John Muir Health is recognized as a preeminent provider of regional cardiovascular care, orthopedics, neurosciences, cancer care and high-and low-risk obstetrics. Other areas of specialty include general surgery, advanced endoscopic and robotic surgery, weight-loss surgery and neurology programs. Currently undergoing \$800 million building expansion will increase capacity, enhance patient privacy and safety, create a healing environment and provide more space to accommodate rapidly changing technology.

About Harden Partners

Harden Partners is a public relations agency in the San Francisco Bay Area, specializing in helping mid-sized and growing companies meet their communications challenges. Serving a broad range of clients, including national brands, regional firms and non-profit organizations, Harden Partners specializes in financial and healthcare PR, as well as communications for professional services firms. The firm's client roster also includes cultural events such as film productions, festivals and exhibits. Their team of pragmatic business people and communications pros focuses on providing customized campaigns to accommodate clients' marketplace, industry and budget. To learn more, visit: www.hardenpartners.com