

Blue Fin Group Welcomes UPS Healthcare Strategy Exec as Principal Consultant *Global Commerce and Logistics Industry Expert Joins the Fast Growing Company*

Atlanta – January 14, 2010 – Blue Fin Group, the premier management and technology consulting firm focused solely on healthcare commerce, announces that Brian Shotto has joined the firm as Principal Consultant.

With over 20 years of experience in the healthcare supply chain, working for companies such as United Parcel Service (UPS), Federal Express and American Red Cross, Brian is considered one of the industry's most recognized and respected thought leaders in global distribution operations, direct and third-party logistics and healthcare supply chain management.

"I am excited to join Blue Fin Group at a time in which the medical device, consumer health and pharmaceutical industries are going through unprecedented change. Manufacturers and Healthcare Providers are contending with significant diversity in their product portfolios, supply chains, and internal operations. I hope to help them see the changes on the horizon and help them migrate to new and sustainable positions of strength" said Shotto.

In his role, Brian will be responsible for consulting and project delivery within commercial operations with a sharp focus on distribution, logistics, product security, order-to-cash and cGMP compliance. As Blue Fin Group remains a key industry advisor on these topics to a growing list of over 80 Healthcare clients, the organization looks forward to Brian's ability to enable clients to identify and gain real value in these areas.

"We are both flattered and excited about Brian joining our growing team of industry consultants. I have come to know Brian personally and professionally and have been extremely impressed with his critical thinking, passion and approach to working with his clients." said William Roth, Founding Partner of Blue Fin Group. "As national pharmacy networks and manufacturers are looking to increase their effectiveness and efficiencies in a growingly constrained economic environment, Brian's expertise provides Blue Fin Group's clients with a much needed ability to not only contend with change but to benefit from it."

Brian joins Blue Fin Group from UPS where he most recently served as VP, Healthcare Strategy and has solid experience working globally. Previously he was VP, Supply Chain for American Red Cross and spent over 10 years in executive roles at Emery Worldwide and FedEx/Caliber Logistics, lastly serving as VP, Healthcare Operations.

About Blue Fin Group

Founded in 2001, Blue Fin Group is the premier management and technology consulting firm focused solely on healthcare commerce. Our mission is to passionately collaborate with healthcare clients to optimize their potential in the positioning, sale, flow and consumption of product-based therapies.

Blue Fin Group is proud to service over 80 healthcare clients including manufacturers, national pharmacy networks, and service providers. To learn more about the Blue Fin Group, please call Vice President and General Manager Sandy Griffith at 636.778.9401, drop a line at sgriffith@consultbfg.com, or visit us on the web at www.consultbfg.com.