

# News Release

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## Rella:Cowan to Help TCG Launch New Medical Diagnostic System in the U.S.

**Durham, N.C.** – TCG, LLC, a leading local commercializer of European medtech products, has hired Rella:Cowan to help the company plan and publicize the product launch for a new surgical monitoring system in the U.S. market, pending FDA approval. The system, invented in Germany, provides a surgical team with more complete information on a patient's condition to guide any necessary coagulation related therapy in the operating room.

"Rella: Cowan adds industry and public relations expertise to our team, and we're thrilled to have them working with us on this product launch," says Dennis Burns, TCG Partner and marketing director for the project.

Rella:Cowan will be providing public relations research and guidance on advertising and marketing throughout the planning process. The agency currently works with other medical suppliers in similar markets and are familiar with the industry press and effective ways to reach the target audiences.

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### **About Rella:Cowan**

Rella:Cowan is a full-service strategic marketing and advertising agency. With award-winning work and diverse experience, Rella:Cowan helps clients effectively create and communicate their brands. The agency's current clients include companies in tourism, health care, real estate and professional services. For more information, visit <http://www.rellacowan.com>.

### **About TCG,LLC**

TCG works closely with medical device, diagnostic and biotech company CEO's and senior executives to develop and execute successful US and European market development strategies. In the past few years, TCG has successfully planned and launched five medtech product lines into various market segments. For more information, visit <http://www.tcgmedtech.com>.

