

accounts

Marina Maher Adds to Healthcare Roster

NEW YORK—**Marina Maher Communications** has added **Q-Med Scandinavia**'s Deflux to its healthcare practice client roster. Deflux is a leading international treatment method and the only product approved in the U.S. for children with vesicoureteral reflux, a malformation of the bladder that can cause recurrent infections and kidney damage.

"We were impressed with Marina Maher Communications' winning combination of strong professional capabilities and keen consumer insights—both essential to our goal of educating physicians and parents about Deflux," says Mark Altenburger, senior marketing manager for Q-Med Scandinavia. "The agency's strategic thinking, as well as its creativity and enthusiasm, were key factors in our decision to award MMC the business."

Q-Med is a growing biotechnology and medical device company with head office and production facilities in Uppsala, Sweden.

Ackermann Picks Up Five New Clients

KNOXVILLE, TN—**Ackermann PR** has added five additional clients to its roster since the beginning of summer, including Education Consumers Foundation, a nonprofit consumer organization that gathers and disseminates information about education policy and practice on behalf of parents, taxpayers, and their elected representatives.

Other new additions include SmartBank, which is being organized as a state-chartered commercial bank under the laws of Tennessee; Fleming's Prime Steakhouse & Wine Bar in Knoxville; Holly Flats Properties, for its Timberlake development north of Chattanooga; and River Shoals, a 150-acre development on the Holston River in Churchill, Tenn.

Three Clients Tap Amy Levy PR

LOS ANGELES—**Amy Levy Public Relations** has added three new clients: Joanie's Smiles Chocolate, the American Jewish Congress and the LA Femme International Film Festival.

For Joanie's Smiles gourmet tea-infused chocolate bars, the firm has begun a positioning program and media relations campaign to target epicurean, organic, kosher and general lifestyle press to build greater awareness for the line. The LA Femme International Film Festival has hired Amy Levy PR to conduct media outreach, event planning and targeted marketing for the upcoming 2006 Festival. The American Jewish Congress engaged the firm for media outreach to both local and national Jewish publications and mainstream news outlets.

Hill & Knowlton Wins Kaneka Nutrients Account

HOUSTON—**Hill & Knowlton** has been retained by **Kaneka Nutrients** to provide consumer marketing and public relations support for its CoenzymeQ10 product line. Kaneka Nutrients is a wholly-owned subsidiary of Kaneka Corporation, headquartered in Japan, a leading manufacturer of CoenzymeQ10, an antioxidant.

Under the agreement, H&K will provide a wide variety of support for Kaneka Nutrients, including strategic planning, media relations, marketing, materials development and interactive. The account will be based out of H&K's Houston office and served by Houston and other offices in the U.S. network.

CLEVELAND—**Marcus Thomas** has been named the agency of record for the Yard-Man, Troy-Bilt, Yard Machines and White Outdoor brands of MTD Products, a manufacturer of outdoor power equipment for both residential and commercial markets. According to MTD, the agency will be charged with building customer awareness and preference for the four MTD brands among North America's gardeners and lawn enthusiasts.

MARBLEHEAD, MA—**Birnbach Communications** has added two new financial software companies to its client roster: Mantas, global compliance and operational risk management solutions firm, and ControlPath, which retained the agency to launch the latest version of its flagship product, ControlPath Compliance Suite 3.0. The new clients retained the agency for its media relations, executive visibility, and product reviews expertise.