



FOR IMMEDIATE RELEASE

TRANSMARK PARTNERS TO LAUNCH NEW RECRUITING SERVICE

Bronxville, New York, March 15th, 2007: Transmark Partners, a business development consulting company, announced today the launch of a recruitment practice for European companies established or establishing themselves in the US.

The new recruiting service will help European companies attract high quality talent that best fits their unique bi-cultural business environment.

Transmark Partners draws upon extensive experience in consulting and frontline operations. In the past 5 years, the company has helped over fifteen European companies develop their business and improve their performance in the U.S. market. "Our mission is to build value for our clients through close partnership and tangible results" says Yves Coleon, President and founder of Transmark Partners, "we have a proven ability to understand the distinct culture and human resources needs of our clients".

Transmark Partners will now leverage these skills to provide integrated services across the entire business development cycle from strategy to organization and operations. "We are deeply connected to the cross-cultural business environment of our clients" comments Yves Coleon, "and realize their need to better align organization and human capital with their business goals".

In a global world filled with multi-national mergers and international partnerships, the demand for talented employees that can effectively operate in a multi-cultural environment reached an all-time high in 2006 and is expected to continue at least thru 2007.

Transmark Partners has already proven its ability to tackle several recruiting projects with recent search assignments in the consumer and retailing sectors for International companies such as Simone Pérèle, Grand Marnier, SIA Home Décor and Groupe Fleurus.

The new recruiting division will be headed by Louise Schultz, an experienced consultant, trainer and recruiter for Transmark Partners.

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About Transmark Partners, LLC:

Transmark Partners, LLC is a strategy and organization consulting firm dedicated to helping European companies grow their business in the U.S. market.

With expertise in Strategic Consulting, Recruitment and Business Management, our firm leads clients in consumer products, services, retailing and luxury-related sectors through the entire business development cycle from strategy to organization to operations.

Visit us at www.transmarkpartners.com

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