

# News Release

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## **Fig. Announces New Chief Marketing Officer**

*Fast growing company taps Rob Marandino to join executive team*

**Aug. 27, 2007--ST. LOUIS, Mo.** – Fig. (<http://www.fig.com>), the leading authority in medically supervised body shaping, today announced that it has named Rob Marandino as the company's chief marketing officer.

"Rob has spent nearly two decades working with some of the industry's biggest players, and we are honored that he's chosen to join fig.'s executive team," said Rob Semaan, chief executive officer of fig. "With the depth and breadth of his experiences in the health and fitness industry, Rob will bring a wealth of knowledge to fig., and he will be integral to the company's vision as we continue to grow."

As fig.'s chief marketing officer, Marandino will oversee fig.'s marketing, advertising and PR efforts. He will also direct fig.'s growing online and media presence to educate consumers about medically supervised body shaping.

"I am aware of the challenges that new companies in the health and fitness industry undergo, and have been amazed at the success fig. has achieved and the strong reputation it has established in such a short time," said Marandino. "The company's unique approach to body shaping – a combination of the latest technology, the best medical professionals and personalized programs – has quickly established fig. as a well-known authority on medically supervised body shaping."

Previously, Marandino served as chief marketing officer for TRIMSPA, where he managed a variety of projects ranging from branding and positioning efforts to developing and implementing PR and advertising campaigns. Prior to his tenure with TRIMSPA, Marandino served as chief marketing officer for GoodTimes Entertainment, where he ran the \$150 million direct response division and worked on health and fitness product and video offerings. Before joining GoodTimes, he served as vice president of international marketing at Weider International. Through his career, Marandino has worked with well-known fitness gurus including, Billy Blanks, Tony Little, and Barry Sears.

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### About fig.

Fig. (<http://www.fig.com>), the leader in medically supervised body shaping, operates and manages 15 body shaping centers throughout the United States. Under the direction of leading, board certified plastic surgeons, fig. provides individualized body shaping services to tens of thousands of patients. Fig.'s highly trained medical staff uses the latest medically supervised body shaping technologies like *Advanced Lipodissolve™* and Personalized Body Management, to help each patient achieve their ideal shape. Fig. is headquartered in St. Louis, Mo., and employees over 500 people across the country. For additional information please visit <http://www.fig.com>.