



Press Release

Graber Associates Adds Eliane Markoff as Senior Research Consultant

Former Consulting Firm CEO and Compaq/Digital Executive Will Head Up Expansion of Services to Banks and Small and Mid-sized Companies

Burlington, Mass. - February 24, 2009 - Graber Associates LLC, a public relations, marketing, and research firm serving financial, IT, and professional service companies, today announced that Eliane Markoff has joined the company as a senior research consultant.

Ms. Markoff is a 19-year veteran of Compaq Computer Corporation/Digital Equipment Corporation and adjunct professor at Bentley University's graduate and undergraduate business school. She will be in charge of developing the Graber portfolio of services for small and mid-sized businesses as well as for banks.

"Whatever may happen with legislation passed in Washington, the banking industry will play a key role in the country's economic recovery and the engine of that recovery will be the small and mid-sized business sector," said company president Ray Graber.

"We're delighted that Eliane has become a member of our team. She has run her own firm for ten years, and she is well acquainted with banks and banking. In addition to teaching Organizational Behavior and Team Management courses at Bentley, Eliane coaches professionals in management, communication, and leadership skills. That's just one of the areas which will greatly assist our clients in New England."

After leaving Compaq/Digital, Ms. Markoff founded Markoff Consulting. She directed and managed multimillion dollar projects for sales and marketing organizations and researched key issues facing CEOs, CIOs, and CFOs.

Ms. Markoff also created and continues to lead a foundation that has raised over \$500,000 to fund eight chairs in medical research. She was on the Board of Overseers for Newton Wellesley Hospital and is a member of the Leadership Council for the Kenneth Schwartz Center at Mass General Hospital.

She holds a bachelor's degree in economics from the University of Massachusetts at Amherst and a master's degree in business administration from Boston College. She also completed a design project at the Graduate School of Civil Engineering at MIT, and is a certified mediator with a focus on

resolving business conflict in the workplace and creating a collaborative infrastructure.

About Graber Associates LLC

Graber Associates was founded in 2002 to bring expertise in banking and technology to clients in the financial services sector. Since then, the company has expanded to encompass the complementary disciplines of market research and marketing communications.

Graber Associates has served clients in small and startup businesses; retail and commercial banking; software and hardware within the information technology and financial services sectors; public and nonprofit entities; and professional services firms. Assignments have included product and services marketing; corporate treasury operations; product planning; M&A due diligence; and the full slate of corporate communications and media relations activities.

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