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FALK MARQUES GROUP ANNOUNCES SENIOR EXECUTIVE APPOINTMENTS

Addition of Dow Jones & Co.'s Dave Barry Builds on Firm's Value to Alternative Investment Industry

Lexington, Mass., March 6, 2013 -- The [Falk Marques Group](#), producer of the [Women's Private Equity Summit](#) and [Women's Alternative Investment Summit](#), has announced the appointment of two senior executives to its staff of conference and content professionals. **Vice President Dave Barry** joins the Falk Marques Group from Dow Jones & Co., where he oversaw the editorial development of in-person events and audio conferences done under such brands as the Private Equity Analyst, VentureWire and VentureOne. **Conference Director Irene Savage** was most recently Marketing Manager for Lyra Research, overseeing the development of Lyra's annual Digital Imaging Symposium, a premier educational and networking event for the printing industry, as well as providing management and marketing support for Lyra's other event programs and trade-show appearances in the United States and abroad.

Falk Marques Group is a boutique conference company that develops and produces professional conferences and information-rich networking forums for senior-level decision makers. Since launching the Women's Private Equity Summit in 2008, the firm has established itself as the premier conference producer for executives in the fields of private equity, venture capital and other alternative investment classes.

Company Founder and Executive Director Beth Falk said the addition of Mr. Barry, a well-regarded industry veteran with extensive experience, confirms Falk Marques Group's value to the alternative investment community. "Dave is known and respected by virtually everyone in the private equity field," says Falk. "At Dow Jones, he distinguished himself first as a reporter, and more recently as an editor and conference developer. He was associated with *Private Equity Analyst*, the industry's premier conference, for 16 years. Dave's unmatched industry experience and keen business sense will help Falk Marques Group continue its steady growth." In his new position, Mr. Barry will focus on content development and industry relations.

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Irene Savage brings more than 20 years of marketing, event development and management and public relations experience to Falk Marques Group. In addition to her broad conference management experience, Ms. Savage has spent many years in both the corporate and agency worlds, developing and executing strategic marketing communications campaigns for clients in a wide variety of industries, including, business technology, consumer goods, financial services, hospitality and real estate.

At Falk Marques Group, she delivers event development and marketing strategy, marketing communications programs, event logistic and operational support. Beth Falk notes that Ms. Savage's event planning and marketing experience has been put to immediate use as the firm plans for expansion. "As we consider additional ways to engage our global network of senior-level decision makers, Irene's expertise in program management has been invaluable to the firm," says Falk.

To accommodate the company's growth, Falk Marques Group has relocated its headquarters to 9 Meriam Street, Suite 21, Lexington, Mass., 02420. The telephone number remains 781-652-0900.

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