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Business-to-Business Publisher Irving Levin Associates Wins Industry Awards...Once Again

NORWALK, CT — July 11, 2007 — Family-owned Irving Levin Associates, Inc., has done it again. The [Specialized Information Publishers Foundation \(SIPF\)](#) recognized the local publisher with first place awards for “Best Non-Print Marketing Effort” for *The SeniorCare Investor* newsletter and “Best Reference Publication” for *The Health Care M & A Information Service*. The 2007 awards were presented at the 31st Annual International Conference of the Specialized Information Publishers Association, held in June in Washington, DC.

“We were delighted to have received, once again, such prestigious awards in such highly competitive areas of publishing,” says Eleanor B. Meredith, publisher. Through its various publications and information services, Irving Levin Associates provides Wall Street executives, health care executives, and senior care providers and suppliers with timely, accurate, and reliable market intelligence, financial news, and business strategies.

The SIPF recognition is only the most recent in a string of impressive awards that the company has received in the first six months of this year. [The American Society of Healthcare Publication Editors \(ASHPE\)](#) recognized *The SeniorCare Investor*, the company’s flagship publication and the proven leader for breaking news in the senior care market, with its 2007 Gold Award for “Best Blog,” which appears on www.seniorcareinvestor.com, and the Silver Award for “Best Single Issue of a Newsletter” for the July 2006 issue, which featured a profile of senior care company Assisted Living Concepts. The profile included an informative financial history of the company, an analysis of what it would be worth as it transitioned to a separate publicly traded company from a division of a larger company, and most importantly, when the best time might be to invest in the company.

Also in June, *The SeniorCare Investor* received the 2007 Grand Prize for “Best Newsletter Marketer” and 2007 Gold Award for “Best Email Subscription Promotion” from [The Newsletter on Newsletters](#).

Irving Levin Associates, which is based in Norwalk, is owned and operated by husband-and-wife team Stephen M. Monroe, executive editor and Eleanor B. Meredith, publisher. “We are a traditional ‘Mom & Pop’

business,” the publisher says, “but with a 21st Century approach. We’ve adapted to the new generation of publishing by being technologically advanced, by offering flextime to our onsite employees, and by relying, as well, on offsite employees, freelancers, and contributors who operate independently.” The company consists of 15-20 employees and freelancers; about half of the employees — plus an occasional pet pooch or two — work onsite.

This summer, the company’s head count will swell by 10 or more people. “We’ve started an internship program for high school and college students,” says Meredith. “We’re calling them ‘guerilla marketers.’ Basically, they’ll be helping us collect additional prospect names and segment our prospect list in order to target our market more effectively.” Extending the “family business” approach, many of the interns are children of employees or of friends of employees.

Monroe and Meredith were both Wall Street investment bankers prior to purchasing Irving Levin Associates in 1986. The company had been founded in 1948 by Irving Levin, a broker of health care properties. “Over the next 10 years, we developed an active financial advisory, appraisal, and valuation business while phasing out of the brokerage business,” says Meredith. “In the mid-1990s, we sold the appraisal business to Cushman and Wakefield.”

In the early 1990s, Irving Levin Associates began charging for information that it collected in the normal course of business and used to attract consulting clients. That type of specialized information — publications and databases — is now the company’s exclusive source of revenues. Today, the firm publishes four newsletters: *The SeniorCare Investor*, *Senior Living Business*, *The Health Care M&A Information Service*, and *Healthcare Corporate Finance News*. It also publishes annual and quarterly acquisition reports and maintains an online database of health care and senior housing mergers and acquisitions and venture capital investments over the past decade.

Contact the company at 203-846-6800 or visit online at www.levinassociates.com.