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Press Release  
Source: Extensis Group LLC.

## **Extensis Appoints Chief Marketing Officer to Drive Continued Regional Expansion of PEO Market Leader**

Tuesday, February 17, 2009

Extensis Group LLC., the largest New Jersey based Professional Employer Organization (PEO), today announced the promotion of Dan Sheridan to Senior Vice President and Chief Marketing Officer. Mr. Sheridan will play key a key role in expanding Extensis' position as the regions foremost provider of PEO services to small and medium sized employers. As CMO, he will focus on significantly increasing the Extensis' brand awareness, expanding the company's partner and sales channel initiatives and enhancing the business community's understanding of the PEO solution.

"Dan's track record of sales channel success made him the perfect candidate for this new position", said Don Abernathy, President of Extensis. "He will now be responsible for unifying our sales and marketing strategies and expanding our market visibility. Extensis' growth during these turbulent economic times demonstrates the value small and medium sized businesses are placing on our PEO solution. Today, employers of all sizes are seeking out ways to cost effectively manage their employee benefits costs and expanding employer responsibilities. Increasing our marketing activities under Dan's leadership will raise awareness among the region's employers of the growing PEO solution."

For more information about how Extensis can assist your business, please call us at (888) 473-6398, or visit [www.extensigroup.com](http://www.extensigroup.com).

### **About Extensis Group LLC.**

Extensis Group LLC. is New Jersey's largest Professional Employer Organization, providing outsourced HR, Benefits and Risk Management Services, including Payroll, Tax, Insurance, Human Resources and Regulatory Compliance. Extensis is a member of the National Association of Professional Employer Organizations (NAPEO). For more information call Extensis at (888) 473-6398 or visit [www.extensigroup.com](http://www.extensigroup.com).

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