

News Release

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Virgo Publications Launches MarketTonic Featuring Sheldon Baker

(Fresno, CA) January 26, 2009 – Virgo Publications has added *MarketTonic* to its roster of blogs at www.naturalproductsinsider.com. *MarketTonic* entries are contributed by Sheldon Baker, Baker Dillon Group senior partner and principal.

Baker, with more than 25 years of marketing experience, has developed and managed a wide range of successful corporate marketing programs. He has created nutraceutical industry brand development and marketing campaigns that have brought measurable results for clients and generated millions of dollars in revenues. He was the first to successfully introduce celebrity brand endorsement and nationwide consumer media exposure for a new ingredient in the natural products industry.

Baker Dillon Group is a Total Involvement Marketing™ award-winning firm meshing creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences.

For more information about *MarketTonic* and the Baker Dillon Group visit the web site at www.BakerDillon.com or contact Sheldon Baker at 559.325.7191.

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