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ORLANDO HEALTH'S JOHN HILLENMEYER JOINS THOMPSON WESLEY WOLFE'S NEW EXECUTIVE COUNCIL

ORLANDO, Fla. (Feb. 24, 2011) – Thompson Wesley Wolfe (TW2), a public relations and marketing firm based in downtown Orlando, announced today that John Hillenmeyer, chief executive emeritus of Orlando Health Inc., has joined the firm's new Executive Council and will serve as a consultant to its C-suite clients.

"John Hillenmeyer is one of the most recognized and respected healthcare business executives in the country and we are proud to have him join the Thompson Wesley Wolfe Executive Council," said TW2 Partner Robert Thompson.

Thompson said the Council was created to provide companies a deeper level of analysis and advice on strategic business decisions.

"Historically, our clients have sought our expertise in communications and marketing," he said. "But as we've grown and added new talent to our team, our wheelhouse has expanded and the kind of services we offer has diversified. We will always provide strategic marketing and public relations counsel at our core, but now we can also play a much larger role in our clients' business development initiatives."

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Executive Council members, all seasoned business leaders, will help companies resolve issues, evaluate new opportunities and develop strategic plans to boost sales and generate incremental revenue. The Council has been created as an integrated division of TW2 and will be led by Ray Gilley, the former president and CEO of the Metro Orlando Economic Development Commission, who joined TW2 in October 2010. Gilley praised the addition of Hillenmeyer, who is the first executive invited to join the Council.

“John’s phenomenal success in business and his national network of contacts will translate into exceptional opportunities for our clients,” said Gilley. “John will not only add value to those in the healthcare space, but he’s run a \$1.5 billion business for the past 13 years. He’ll have extraordinary insights into leadership, talent development and organizational change management.

“I’m really looking forward to working with John to shape and grow the Council and I can’t wait to see how far and how fast we can go,” Gilley said.

Under Hillenmeyer’s leadership, Orlando Health went from a single hospital in 1982 to an eight-hospital healthcare system serving 1.6 million residents when he retired in December 2010. He served in a variety of senior-level positions, including CEO since 1997. Hillenmeyer is a diplomate of the American College of Health Care Executives; past chair of the Florida Hospital Association Board; chair of the Statutory Teaching Hospital Council; and a member of the executive committee and board of VHA-Southeast.

“Once I decided I was ready to retire from Orlando Health, I knew I would need an opportunity to keep giving back in meaningful ways,” said Hillenmeyer. “Joining the Executive Council allows me, and other former CEOs like me, to do exactly that.”

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Hillenmeyer remains active in many civic organizations and serves on the Downtown Development Board in addition to the boards of SunTrust Bank and the University of Central Florida Foundation.

Hillenmeyer earned a bachelor's degree in business administration from the University of Kentucky and a master's degree in health care administration from Duke University. Prior to his tenure at Orlando Health, he worked in administrative healthcare positions in South Carolina and Alabama.

About Thompson Wesley Wolfe (TW2). Thompson Wesley Wolfe is a Florida-focused public relations, marketing and creative firm based in Orlando. Its client roster includes companies in healthcare, hospitality, technology, education and manufacturing. The firm includes a Communications Division and a newly formed Executive Council Division, which offers business development and consulting services for C-suite clients. For more information, visit www.twsquared.com.

