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FOR IMMEDIATE RELEASE

*J.F. SMITH & ASSOCIATES ESTABLISHES OPERATIONS PRACTICE AND
EXPANDS ITS FINANCIAL CONSULTING PRACTICE*

FORT WASHINGTON, PA., May 2, 2011 – J. F. Smith & Associates (JFSA) is pleased to announce a Strategic Expansion to the firm with the appointment of Neil J. Abitabilo, as the firm's Practice Leader: Operations and Finance.

Mr. Abitabilo has extensive "C" level experience in Financial, Operations, and General Management. He has worked and consulted in a wide range of firms and industries from privately held to public companies. Mr. Abitabilo effectively replaces John Bond who was hired full time by one of the firm's clients, Physician Recommended Nutraceuticals in Plymouth Meeting, PA.

"Neil is a welcome addition to our team," said JFSA President & CEO Joel F. Smith. "In addition to strengthening our finance practice, he brings the high level of operations experience that our clients have been requesting. He is a highly respected consultant who has worked for well-known national and regional consulting firms. He also gives us a much needed higher profile in his home state of New Jersey."

"The experience and expertise that J. F. Smith & Associates' Practice Leaders possess was a major attraction for me to join the firm," said Mr. Abitabilo. "Having the ability to provide support in HR, IT, marketing and training is the perfect complement to my operations and finance skills."

Mr. Abitabilo's areas of expertise also include Mergers, Acquisitions and Divestitures; Bank, Private Placement and International Financings; Start up, Turnaround, and Bankruptcies; SEC Reporting, Systems Implementation, and Contract Negotiations. He has participated in a leveraged, management buyout as an equity investor and top executive. His industry experience includes manufacturing, industrial equipment, transportation, fabrication and assembly, industrial services, retail, biotech, financial services, general business services, information technology, and distribution arenas.

Mr. Abitabilo graduated from Seton Hall University with an MBA in Finance, following receipt of a BS in Accounting from Fordham University. He is a Certified Management Accountant.

A strategic advisory firm, J.F. Smith & Associates is dedicated to advancing the Greater Philadelphia Region's Healthcare, Life Sciences, Nonprofit, and Technology business sectors. The company's 11 associates empower clients to realize their full potential by providing targeted consulting assistance in strategic planning and in the five functional areas most affected by growth, transition, and uncertainty: Finance, Human Resources, Marketing, Information Technology, and Training & Development.

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