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**Research Veteran Joins Diagnostics Plus Team to Support Continued Growth**

State College, PA – Diagnostics Plus, a market research firm, announces the hiring of research veteran James Fong as Vice President of Sales and Marketing for the company.

Prior to joining Diagnostics Plus, Mr. Fong was the Director of Marketing Research and Planning for Outreach at the Pennsylvania State University. While at Penn State, he was responsible for managing a team of market research and database marketing staff to help forge Outreach into many new markets. He was recognized for his efforts at Penn State and nationally by earning one of the University Continuing Education Association's most esteemed awards – the Adelle Robertson Award as Continuing Professional Educator for 2004. Earlier in his career, he served as president of a New England-based market research firm, research director at an advertising agency and served in many leadership roles for a top twenty international market research company.

“We are so delighted to have someone of Jim’s caliber and expertise on the team,” said Paul Weener, president and CEO of Diagnostics Plus. “His experience will help us serve our existing clients better, as well as open new doors for the company.”

Mr. Fong holds graduate degrees in statistics and business administration from the University of Vermont.

About Diagnostics Plus

Diagnostics Plus is a full-service market research firm offering expertise in all forms of market research including customer and employee satisfaction and new product development market research in key industries including manufacturing, technology, health care, education and transportation among others.. Additional information can be found at [www.diagnosticsplus.com](http://www.diagnosticsplus.com).

Note to editor: Electronic photos of James Fong are available from Diagnostics Plus