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President Obama To CEOs: Get Hiring! Atlantic Coast Media Group CEOs To POTUS: Yes, sir!

In response to growing demand and call from Obama, ACMG to hire over 200 people through 2011

FOR IMMEDIATE RELEASE -- Jersey City, NJ, December 21, 2010 – President Barack Obama met last week with twenty top business executives in the White House to encourage them and all CEOs across the nation to increase hiring over the coming months. Andrew Surwilo and Thomas Shipley, co-CEOs of Atlantic Coast Media Group (ACMG), have pledged in response to make at least 200 new hires by the end of 2011.

“From the beginning, ACMG has found success by identifying talent and investing in that talent,” Shipley explained, “We are pleased to heed the President’s call with a drive to hire over 200 people by the end of 2011.”

For Atlantic Coast Media Group – creator of the luxury skin care brand, Hydroxatone® - the majority of the new hires will be Inbound Product Specialists, servicing customers responding to Hydroxatone’s nationwide advertisements. The company also looks to fill approximately fifty positions on the creative, accounting, product development, programming, IT and operations teams.

To execute the recruiting binge, ACMG is holding a series of Open House Job Fairs. The next will be in early January, exact date and time TBD. Job seekers are encouraged to attend the Open Houses to get face time with ACMG HR professionals.

Surwilo also weighed in on the President’s announcement, “This is an important time for President Obama to push the country forward so businesses can put more people to work. Americans want to work so they can create better lives for themselves and their families.”

Surwilo concluded, “Our success at Atlantic Coast Media Group depends upon a free economy and access to great people. We are proud to do our part to keep the American Dream alive. We join the President to encourage other executives to do the same.”

About Atlantic Coast Media Group:

Atlantic Coast Media Group was started by Andrew Surwilo and Thomas Shipley in an attic in Richmond, Virginia in 2005 to create and market efficacious skin-care brands for today’s working women. The result is their flagship beauty product, Hydroxatone®.

Since moving operations to New Jersey and launching several other products and brands such as Hydrolyze®, Lashatone® and the super-luxury D.N.A. ® line, ACMG has focused on being a responsible, reliable corporate citizen with multiple initiatives benefitting national charities and the local community.

Surwilo and Shipley were recently named a finalist of the Ernst & Young’s 2010 Entrepreneur of the Year. As a result of the phenomenal growth of the company, Atlantic Coast Media Group was also added to the 2010 Inc. 500, Inc. Magazine’s list of America’s fastest growing companies.