

FOR IMMEDIATE RELEASE

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SERENAGROUP NAMES RICHARD MORRIS AS CHIEF FINANCIAL OFFICER

Warren, PA – August 8, 2011.

Richard Morris was named Chief Financial Officer (CFO) of SerenaGroup, Inc on August 8, 2011. Rich has served as an independently contracted Market Development Executive for the company since 2009 working to establish new SerenaGroup hyperbaric and wound care centers across the country. Due to Morris's financial background and knowledge of the industry he has come on as CFO to oversee and lead the financial growth and development of the company.

Morris has a unique combination of having a hospital background and operational experience with developing & operating Hyperbaric and Wound Care Centers. He has spent the past nine years as an independent contractor developing over 20 hospital programs. Morris spent 14 years as the Sr. Vice President, Chief Financial Officer and Treasurer for Yale New Haven Health System at Bridgeport with bottom line accountability for a \$500 million health system-operating budget. His prior hospital positions include eight years spent as the Sr. Vice President and Chief Financial Officer for Staten Island University Hospital-Richmond Memorial.

Morris will be splitting his time between his office in Connecticut and SerenaGroup headquarters in Pennsylvania.

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