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**FOR IMMEDIATE RELEASE**

January 19, 2010

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## **LyonShare Marketing Expands Team**

Honey Brook, PA – LyonShare Marketing welcomes Trish Diffendal as the team’s newest account executive. Diffendal brings over 20 years of corporate marketing, communications, and print production experience to LyonShare Marketing.

Most recently, Diffendal served four years as marketing manager for Lincoln Financial Group, where she managed the creation of over 400 print and web-based projects during her tenure. She successfully developed strategic marketing plans, promotions, and collateral materials to launch 13 new life insurance products for the company. Diffendal was also responsible for creating and launching the company’s new wholesaler website, as well as developing advanced sales concepts and wealth transfer campaigns for the company’s sales representatives and wholesalers.

Prior to Lincoln Financial Group, Trish worked with Nationwide Provident (formerly Provident Mutual Life Insurance Company) for 19 years, where she held several marketing positions with increasing responsibility.

“I had the great privilege of working with Trish at Nationwide Provident in the marketing communications department,” states Vicki Lyon, president of LyonShare Marketing. “With a strong command of the industry and the proven ability to handle several projects simultaneously, she thoroughly understands client needs and consistently delivers quality results. Trish is a natural addition to our team and will be a valuable asset to our clients.”

Diffendal is a graduate of LaSalle University with a Bachelor of Science in marketing and holds a Series 6 license. Her extensive knowledge in the insurance and financial services industry offers clients extensive internal industry expertise from a reliable outsource partner.

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LyonShare Marketing is a full-service marketing firm dedicated to a *Get Real! Marketing*<sup>™</sup> philosophy, delivering the results companies need to survive and thrive without “cookie cutter” approaches. Since 2004 LyonShare has serviced business-to-business and direct-to-consumer client marketing needs by offering fresh ideas without the fluff. LyonShare offers the same services traditionally found at large advertising agencies for a fraction of the cost.