

The Midwest Center for Stress and Anxiety



Midwest Center for Stress and Anxiety Hires Michael Apstein as Chief Executive Officer

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Midwest Center for Stress and Anxiety, a leading provider of self-help and coaching programs for people who suffer from stress, anxiety and depression, including its renowned Attacking Anxiety and Depression® program, has hired industry veteran Michael Apstein as its Chief Executive Officer. Apstein brings over twenty years of operational experience and a long track record of success in running direct response companies as he has built such direct response powerhouses as 1-800-DENTIST, which is ranked in the top 1,000 brands in the United States.

Apstein joins Midwest Center at a time when the company is poised for its next stage of growth and expansion. Apstein will lead the management team as the company builds on its 25 plus years of success and continues its development following the company's acquisition last year by private equity firm, Transom Capital Group.

"Over the last year, we have worked diligently to add the necessary infrastructure to the company to position it to capture the many growth opportunities in front of it," says Ken Firtel, managing director at Transom Capital Group. "By bringing Michael on board, we have now added the last key piece to the management team that will enable the company to fully realize its potential and solidify its reputation as the top resource for people suffering from stress, anxiety and depression."

Over the last twenty years Apstein has run many successful direct response companies, in addition to 1-800-DENTIST. In his most recent venture, as the founder and CEO of Access Brands, he created a highly profitable direct marketing online strategy for three of the largest companies in the beauty industry. Prior to that position Apstein served as the CEO of 800 Marketing, becoming widely recognized as a pioneer of 1-800 brands.

"I have watched the Midwest Center for many years and have always been impressed with the quality of its products and the care with which it treated its' consumers," Apstein says. "The company has a powerful brand and strong foundation, and I'm looking forward to the challenge of leading the company through its next phase of growth and development."

Apstein will be based in Midwest Center's offices in Los Angeles, California.

About the Midwest Center for Stress & Anxiety

Midwest Center for Stress & Anxiety is the leading provider of self-help and coaching programs for people who suffer from stress, anxiety and depression. Midwest Center specializes in cognitive and behavioral-based solutions that help individuals discover a life of personal fulfillment and purpose. More people use Attacking Anxiety & Depression, Midwest Center's flagship product, to overcome anxiety and depression than any other program of its kind. The company is a portfolio company of Transom Capital Group. For more information on Midwest Center, please visit www.stresscenter.com.