



FOR IMMEDIATE RELEASE

Emily Scheu Joins HF Media's Team of Nationally Recognized Legal Notice Experts

Philadelphia, PA –Heffler Claims Group (“Heffler”), a leader in class action claims administration, is proud to announce that Emily Scheu will be joining HF Media’s highly experienced team of legal notice media experts as a senior media planner and buyer.

Emily brings extensive digital media experience to HF Media's nationally recognized media team. She has more than 11 years of legal notice media experience working on high profile matters, which include integrated strategies for cross-platform media legal notice campaigns.

Additionally, Emily works with the noticing team to manage and implement notice plans to ensure that they are compliant with Federal Rules of Civil Procedure Rule 23 and that they are tailored in style and form to class member preferences.

“Emily is an excellent addition to our HF Media Group team given her extensive experience working in the digital environment,” says Jeanne Finegan, President of HF Media Group LLC.

Emily’s training and background includes using the industry’s top research, measurement and evaluation tools to develop plans that combine both traditional and new media. A graduate of Virginia Tech, Emily holds a B.A. in Communication with minors in both Sociology and German. She has speaking and working knowledge of German.

Heffler is excited to have Emily join our growing team!



About Heffler Claims Group and HF Media LLC

Heffler Claims Group ("Heffler") is the pioneer in class action claims administration and mass tort claims management, providing administration services in many areas including antitrust, consumer, mass tort, securities, employment and government enforcement matters. With a dedicated team of professionals and state-of-the-art platforms, Heffler offers services for all phases of the settlement process, including planning and implementing a Notification program, designing custom databases and websites, providing all manner of call services through our enterprise call center, administering the claims process, and handling the distribution stages and escrow agent and tax services for cases.

HF Media LLC, our in-house media company, is comprised of a nationally recognized team with more than 50 years of combined media and communication experience, spanning hundreds of court approved legal notice programs. HF Media uses the top research, measurement and evaluation currency in the advertising industry, providing industry-accepted and legally defensible methods for research, demographics, targeting, and overall measurement. Heffler is headquartered in Philadelphia, PA and has additional locations in California, New York, Oklahoma and Oregon.

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