



TOTAL LEARNING CONCEPTS

PRESS RELEASE

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For immediate release

Total Learning Concepts Hires One and Promotes Two

LAWRENCEVILLE, NJ – July 29, 2008 – Total Learning Concepts, a training content company that specializes in e-Learning, today announced new hires and promotions for the company. These new hires are subsequent to the recent relocation of the company from Boston to Lawrenceville, NJ. Total Learning Concepts is a Publicis Healthcare Communications Group company.

Penny Colby has been hired as a Project Manager. Ms. Colby was previously a Product Manager for G2X, Inc.

Marianne Nugent has been promoted to Senior Director of Strategic Initiatives. This is a transfer for Ms. Nugent who was previously a Director for Publicis Managed Markets.

Stephanie Driver has been promoted to Senior Project Manager. Ms. Driver was previously a Project Manager.

For more information, please contact Suzanne Burrell at (609) 896-4722 or visit our website at www.tlconline.com.

About Total Learning Concepts

Total Learning Concepts, a leading provider of pharmaceutical and biotech sales training, merges the expertise of their 20 year legacy with training that is timely, innovative and groundbreaking. The company has developed customized training materials used to launch more than 90 pharmaceutical products worldwide, many of which are industry blockbusters. Total Learning Concepts is committed to providing real-world training that can be practically applied for immediate results and outstanding impact. Website: www.tlconline.com



About Publicis Selling Solutions Group

Publicis Selling Solutions Group offers a comprehensive range of sales services for pharmaceutical and biotech companies. Through its divisions—which include Publicis Selling Solutions, Publicis Clinical Health Partners, Publicis Managed Markets, Total Learning Concepts, and Publicis Healthcare Recruiting—the organization delivers messages to all touch-points on the healthcare continuum from healthcare professionals and managed markets to patients and caregivers. The group's range of services includes field sales teams and support services, recruiting, sales training and content development, clinical health educators, and managed markets account teams. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company. Website: www.psellingsolutions.com

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: www.publicishealthcare.com

Publicis Groupe (Euronext Paris: FR0000130577) is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications. Website: www.publicisgroupe.com

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