



PUBLICIS SELLING SOLUTIONS

PRESS RELEASE

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For immediate release

Publicis Selling Solutions Hires Five

LAWRENCEVILLE, NJ – August 4, 2008 – Publicis Selling Solutions, a leading provider of outsourced sales teams and support services for biopharma, announced today recent new hires and promotions. Publicis Selling Solutions is a Publicis Healthcare Communications Group company.

Kevin Sharp has been hired as Director of Client Services. Mr. Sharp brings significant biopharma experience to this position, previously having worked at Wyeth Pharmaceuticals. Most recently, Mr. Sharp was the Managing Partner for Sharp Pharmaceutical Consulting.

Eileen Sigle has been hired as Business Development Analyst. Ms. Sigle previously worked for Firmenich, Inc as a Commercial Administrator.

Sheena Rush has been hired as Client Services Administrator. Previously, Ms. Rush was a Senior Account Service Representative for The Hibbert Group.

Kim Kunz has been hired as Senior Analyst, Finance. Ms. Kunz was previously with Avaya, Inc as a Senior Management Associate.

Natasha Pysarchyk has been hired as Accounts Payable Coordinator. Previously, Ms. Pysarchyk was an Assistant Project Manager at CBM Construction.

Maureen Larkin has transferred within the Publicis Healthcare Communications Group (PHCG) Network to Director of Human Resources for Publicis Selling Solutions Group. Ms. Larkin had previously served as Director of Human Resources supporting the PHCG companies Arista Marketing Associates and Saatchi & Saatchi Innovations.



For more information, please contact Susan Johnson at (609) 896-4771 or visit our website at www.psellingsolutions.com.

About Publicis Selling Solutions

Publicis Selling Solutions provides sales teams and support services to pharmaceutical and biotech companies nationwide. The industry's most experienced biopharma sales professionals, the company offers a comprehensive range of sales teams, including specialty, biotech, hospital, primary care, customer service, and blended sales forces. Additionally, it provides clinical health educators, managed markets account directors, and vacant territory management. The organization is part of the Publicis Healthcare Communications Group network. Telephone: (609) 896-4700. Website: www.psellingsolutions.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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