



PRESS RELEASE

Contact:

Betsy Lane, Vice President, Marketing
Publicis Selling Solutions Group
(609) 896-4704
BLane@psellingsolutions.com

For immediate release

**Shelley Spencer, COO/President of Arista and Total Learning Concepts
Is Named One of *PharmaVOICE*'s Most Influential People For 2007**

LAWRENCEVILLE, N.J. – September 10, 2007 – Shelley Spencer, President and Chief Operating Officer of Arista Marketing Associates and Total Learning Concepts, has been selected by *PharmaVOICE* as one of their Top 100 Most Influential People serving the pharmaceutical, biopharmaceutical, and other life sciences industries.

Arista Marketing Associates, the pharmaceutical industry's premier provider of real-time remote prescriber dialogue, and Total Learning Concepts, a leading provider of pharmaceutical and biotech sales training, are Publicis Healthcare Communications Group companies.

Spencer was selected by a panel of *PharmaVOICE* editors as one of 23 top "commanders & chiefs" for demonstrating "their commitment to their employees, their companies, and their communities by setting high personal and corporate standards." Nominees were submitted by the magazine's readers, and the list was published in its July/August issue.

Before heading Total Learning Concepts and Arista, Spencer compiled extensive experience in the biopharmaceutical industry in domestic and international senior-level executive positions with Millennium Pharmaceuticals and Bristol-Myers Squibb.

In addition, Spencer co-founded a summer arts program, Arts in Action for underprivileged youth in Boston during 2005. The program, which continues today, helps these youth build self esteem and confidence by expressing themselves through the arts (eg, photography, painting, and mural art).

"The *PharmaVOICE* honor is a testament to Shelley as a leader," said Rick Keefer, Chief Operating Officer of Publicis Selling Solutions Group. "Shelley's commitment to her industry,



clients, employees, and community is something we've known about for a long time. It's great to see her honored by *PHARMAVoice* for her work."

About Arista

Arista Marketing Associates is the pharmaceutical industry's premier provider of real-time remote prescriber dialogue. Whether it's a 2-minute product detail led by a highly-trained inside sales representative or a 2-hour peer group discussion conducted by an experienced group moderator, Arista engages prescribers in active product-driven discussions.

Web site: www.artistamktg.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. Total Learning Concepts 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.

Web site: www.tlconline.com

About Publicis Selling Solutions Group

Publicis Selling Solutions Group (PSSG) offers a comprehensive range of innovative, strategic and fully integrated selling solutions to the pharmaceutical, biotech and medical device industries through its companies, which include Publicis Selling Solutions, Arista Marketing Associates, Pharmagistics, and Total Learning Concepts. With offices in Lawrenceville, NJ; Somerset, NJ; Blue Bell, PA; and Boston, MA; Publicis Selling Solutions Group works with clients to design customized sales and marketing solutions.

Websites: www.psellingsolutions.com, www.aristamktg.com, www.pharmagistics.com, www.tlconline.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.

About Publicis Groupe

Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group and its second largest media counsel and buying group. With activities spanning 104 countries on five continents, Publicis employs approximately 40,000 professionals. Its activities include advertising, through three autonomous global networks—Leo Burnett, Publicis and Saatchi & Saatchi—and through its two multi-hub networks, Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media consultancy and buying through two worldwide networks, ZenithOptimedia and Starcom MediaVest Group; and marketing services and specialized communications including direct marketing, public relations, corporate and financial communications, event communications, multicultural and healthcare communications.

Web sites: www.publicisgroupe.com and www.finance.publicisgroupe.com

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