



PRESS RELEASE

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For immediate release

Pharmagistics and Arista Announce New Contract with Biopharma Company

Providing Sales Force Augmentation and Vacant Territory Services

SOMERSET, NJ – September 18, 2007 – Pharmagistics—the premier provider of direct marketing, PDMA compliance, and specialty logistics for the biopharmaceutical industry—and Arista Marketing Associates—the premier provider of real-time remote prescriber dialogue for biopharma—today jointly announced a significant new business win. Pharmagistics and Arista are both Publicis Healthcare Communications Group companies.

“We are very excited about the implementation of this innovative solution for one of our current clients,” notes Bill Pollock, CEO and President of Pharmagistics. “Our client had three business challenges they needed to address. They needed to augment their field sales efforts in major markets, increase their reach and frequency with currently non-targeted prescribers, and to reach key physicians when territories were vacant due to turnover or disability. This unique solution addresses all of these business issues for our client.”

Arista will be providing Inside Sales Representatives to augment sales efforts, as well as to provide coverage during vacancies. Arista’s Inside Sales Teams reach prescribers via the phone and Internet. Pharmagistics will be fulfilling requests generated for samples, literature, and clinical papers. The project will launch in September to an initial physician audience of 6,000 prescribers.

“This is the first fully integrated project Arista and Pharmagistics will be jointly implementing,” states Shelley Spencer, COO and President of Arista. “The integrated solutions Arista and Pharmagistics can now jointly offer as affiliate companies create synergy and real value for our clients.”

About Pharmagistics

Established in 1986, Pharmagistics delivers a comprehensive yet flexible menu of customized solutions that meet the growing needs of marketing, sales, sales operations, legal/compliance and distribution departments within pharmaceutical, healthcare, and biotech companies. The company’s 120 employees are based in Somerset, New Jersey.

Web site: www.pharmagistics.com



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 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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