



PRESS RELEASE

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For immediate release

Arista Marketing Associates To Provide Inbound Nurse Coverage To Customers Of Global Medical Technology Company

Bluebell, PA – October 1, 2007 – Arista Marketing Associates, the pharmaceutical industry’s premier provider of real-time remote prescriber dialogue, will be working on behalf of a global medical device company to supply round-the-clock clinical phone support to hospital-based, wound care nurses through Arista’s team of Clinical Consultant Nurses. Arista will be maintaining a dedicated toll-free number where incoming calls will be staffed on a 24/7 schedule by Arista’s Clinical Consultant Nurse Team.

Arista’s Clinical Consultant Teams are Registered Nurses (RNs), Registered Pharmacists (RPHs), and Doctors of Pharmacy (PharmDs) who communicate with other healthcare professionals on a peer-to-peer level. With their medical expertise, Arista’s Clinical Consultants complement the coverage and extend the reach of sales representatives and customer support staff for all types of specialty pharmaceutical, biotech, and medical device manufacturers.

“We are very excited about this project as Arista’s Clinical Consultant Nurse Team will be providing clinical support to front-line wound care specialists—primarily nurses—24 hours a day,” explained Shelley Spencer, President and Chief Operating Officer of Arista Marketing Associates. “This Nurse Team will be trained to support nurses and other healthcare professionals in the care and treatment of acute and chronic wounds. The round-the-clock coverage will provide our client’s customers with the information they need, when they need it most.”



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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