



PRESS RELEASE

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For immediate release

Gretchen D'Angelo and Susan Johnson Join Publicis Selling Solutions

LAWRENCEVILLE, N.J. – November 27, 2007 – Publicis Selling Solutions, the leading provider of outsourced sales teams and support services for biopharma, has announced two additions to its staff: **Gretchen D'Angelo** as Executive Director of Analytics and Market Research, and **Susan Johnson** as Senior Director of Business Development. Publicis Selling Solutions is a Publicis Healthcare Communications Group company.

Gretchen D'Angelo

D'Angelo has a strong background in market research, analytics, and in providing support for key strategic initiatives and organizational growth. "Gretchen's experience with pharmaceutical companies and pharmaceutical services organizations will enable Publicis Selling Solutions to provide additional resources and expertise in supporting client needs for sales and marketing information, analytics, and performance metrics," said Rick Keefer, Chief Operating Officer of Publicis Selling Solutions Group.

Prior to joining Publicis Selling Solutions Group, D'Angelo was with Reliant Pharmaceuticals as Associate Director, Market Research, where she was responsible for primary market research in the antihypertensive category, as well as analytical support of brands competing in the cardiovascular marketplace. At Biovail Pharmaceuticals, Gretchen was the Associate Director of Market Research and Analytics, where she oversaw primary and secondary market research and analytics support for the US commercial organization and contributed to corporate business development initiatives. While at Pharmacia, Gretchen was Manager, Executive Market Insights, providing the senior leadership team with key competitive information and solutions. Gretchen began her career with the consulting services organizations ACNielsen and IMS Health, where she supported the Bristol-Myers Squibb and Roche accounts with market



research and training services. Gretchen is a past member of the Executive Committee, Pharmaceutical Business Intelligence and Research Group (PBIRG).

Susan Johnson

Johnson has more than 14 years experience in the pharmaceutical industry in a variety roles, with expertise in the successful management of client relationships and the implementation of major projects at various pharmaceutical companies. Johnson will be responsible for building and cultivating relationships with many of the east coast pharmaceutical companies. “Susan’s depth of understanding of our customer base will be a real asset to our Business Development Team,” said Rick Keefer, Chief Operating Officer of Publicis Selling Solutions Group. “Our clients will benefit from her ability to provide insights into how our services add value to their sales and marketing strategies.”

Prior to joining Publicis Selling Solutions, Johnson was with HighPoint Solutions LLC (HPS), a consulting company that assists life sciences companies in improving sales and marketing strategy and operations. At HPS, Johnson had account responsibility for several pharmaceutical companies, as well as responsibility for their closed-loop marketing solution offering. During her tenure with HPS, Susan successfully led several large-scale projects implementations for big and mid-sized pharma companies. Prior to joining HPS, Susan spent a number of years at Wyeth Pharmaceuticals. At Wyeth Johnson held progressively more responsible positions in the areas of fleet services, sales, sales analytics, sales force automation, and healthcare systems. In these roles she has played an integral part in key contract sales organization sales force expansion, solution implementations, and vendor and field input team management. Her final role prior to leaving Wyeth was as the Manager of Field Operations for the National and Regional Healthcare Systems Sales Teams.

About Publicis Selling Solutions

Publicis Selling Solutions, a selling solutions organization (SSO), is the premier provider of outsourced sales teams and support services. The organization offers sales teams for a comprehensive range of needs, including specialty sales, hospital sales, primary care sales, clinical health educators, and managed markets accounts. It is also part of the Publicis Selling Solutions Group, a Publicis Healthcare Communications Group company.

Website: www.psellingsolutions.com.



About Publicis Selling Solutions Group

Publicis Selling Solutions Group 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, and Blue Bell, PA, 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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