



PUBLICIS SELLING SOLUTIONS

PRESS RELEASE

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For immediate release

Publicis Selling Solutions Launches New *SFA Sidekick*[™] Web-Based, Collaborative Contact Management Tool

LAWRENCEVILLE, N.J. – January 22, 2008 – Publicis Selling Solutions, a leading provider of sales teams and support services for biopharma, has developed *SFA Sidekick*[™], a web-based target management tool. *SFA Sidekick*[™] allows field sales representatives and home office staff to make prescriber profile and call plan changes more easily and efficiently. Publicis Selling Solutions is a Publicis Healthcare Communications Group company.

SFA Sidekick[™] offers sales representatives, sales managers, and home office operations staff a unique, collaborative tool in which each stakeholder has input into their territory changes. *SFA Sidekick*[™] is customized to incorporate each client's specific business rules so that sales representatives are immediately aware of the impact of any recommended changes. The web-based interface allows for "anytime/anywhere" access where all stakeholders see one common view of the planned changes along with an intuitive approval workflow. As a web-based tool, *SFA Sidekick*[™] also conveniently integrates with all SFA systems, regardless of the platform being used.

"*SFA Sidekick*[™] can turn these routine, large-scale sales force automation (SFA) edits from a painful process into one that is infinitely easier and more efficient," states Rick Keefer, COO of Publicis Selling Solutions Group. "When ongoing, global changes are made within a company's SFA system, it is filled with problems and requires a high level of project management and costly report customization. *SFA Sidekick*[™] mirrors the information in the sales representatives SFA system. This allows changes to take place in a 'safe' environment that is flexible enough to



incorporate collaboration from the sales managers and the home office while providing online reports to support the decision making process.”

Reckitt Benckiser Pharmaceuticals, a client of Publicis Selling Solutions, is using the *SFA Sidekick™* target management tool to enable field representatives to organize their selling strategies to targeted physicians on a quarterly basis. “*SFA Sidekick™* has made a huge difference in our ability to make call plan execution changes easily and efficiently,” states Brad Ashby, Director, Business Analytics, Reckitt Benckiser Pharmaceuticals. “This tool has truly taken the pain out of large scale periodic updates to our representatives’ universe of targets.”

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 and marketing services for pharmaceutical and biotech companies. Through its companies, which include Publicis Selling Solutions, Arista Marketing Associates, Pharmagistics, and Total Learning Concepts, 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, inside sales teams, peer influence, sample compliance, and fulfillment. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company. Websites: www.psellingsolutions.com, www.aristamktg.com, www.pharmagistics.com, www.tlconline.com

About Publicis Healthcare Communications Group (PHCG)

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. Websites: www.publicisgroupe.com and www.finance.publicisgroupe.com

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