



PRESS RELEASE

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For immediate release

Sharon Huss, MD, to Present at Medical Affairs Leadership Conference

Lawrenceville, NJ—April 21, 2009—Sharon Huss, MD, of Science Oriented Solutions, a Publicis Healthcare Communications Group company, will be featured at the Fifth Annual Scientific Advantage Medical Affairs Leadership Conference, which will take place on May 5 and 6 at the Bridgewater Marriott in Bridgewater, NJ. Publicis Healthcare Communications Group is a member of Publicis Groupe SA.

The conference, “The Pharmaceutical Eclipse: Clinical Risk, Reward and Opportunities While Managing During the Dark Side of the Economy,” will bring together pharmaceutical leaders to discuss the most important trends and best practices in medical affairs, medical science liaisons, regulatory, and other dynamic areas.

Dr. Huss, Director of Business Development at Science Oriented Solutions, will be a member of the new-drug business development panel discussion, “Finding, Evaluating & Deciding” on May 6. Each panelist will discuss the work they do in their companies relating to product acquisition, opportunity evaluation, strategic commercialization, and investment. Dr. Huss will explore the role and value of Medical Science Liaisons (MSLs) as a vital resource during the entire product life cycle, the impact of scientific peer-to-peer interaction, and the flexible options that outsourcing medical affairs staff can bring.

For over a decade, Science Oriented Solutions has remained the preeminent provider of contract domestic and international MSLs. The company provides strategic, flexible, turnkey MSL programs that can provide competitive leverage and accelerate each client’s clinical commercialization strategies. Science Oriented Solutions allows clients to tailor MSL programs

to their specific corporate needs, from fully independent and traditionally outsourced programs, to programs that are integrated with internal MSL and Medical Affairs resources and infrastructures.

Science Oriented Solutions has established a strategic partnership with Scientific Advantage, a medical affairs consulting, drug information, operations, and training firm, to offer the industry's first one-stop, innovative, and most comprehensive package of medical affairs services.

Together, Science Oriented Solutions and Scientific Advantage provide contract MSLs, medical information support, and medical affairs consulting, training, and strategic operations management to pharmaceutical, biotechnology, and medical device companies.

About Science Oriented Solutions

Science Oriented Solutions (SOS) is the preeminent provider of contract domestic and international MSLs. Science Oriented Solutions has established a strategic partnership with Scientific Advantage, a medical affairs consulting, drug information, operations, and training firm, to offer the industry's first one-stop, innovative, and most comprehensive package of medical affairs services. Together, Science Oriented Solutions and Scientific Advantage provide contract MSLs, medical information support, and medical affairs consulting, training, and strategic operations management to pharmaceutical, biotechnology, and medical device companies. Telephone: (770) 335-6462. Website: www.ScienceOrientedSolutions.com

About Publicis Strategic Solutions Group

Publicis Strategic Solutions Group (PSSG) aligns four high-performing Publicis message delivery companies—Publicis Selling Solutions, Scientific Voice, Pharmagistics, and Arista Marketing Associates—under one cohesive leadership team. PSSG provides a comprehensive array of multi-channel message delivery solutions—from field teams to virtual representatives, and from speaker bureau management to sample compliance. More importantly, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to match any product situation from prelaunch to late life cycle. Websites: www.pSellingSolutions.com, www.ScientificVoice.com, www.Pharmagistics.com, www.AristaMktg.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

Publicis Groupe (Euronext Paris: FR0000130577) is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and

ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications. Website: www.PublicisGroupe.com

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