



PRESS RELEASE

Media Contact:

Betsy Lane, Vice President, Marketing
Publicis Strategic Solutions Group
(609) 896-4704
Betsy.Lane@pSellingSolutions.com

For immediate release

Publicis Strategic Solutions Group CEO Rick Keefer Selected One of “PharmaVOICE 100 Most Inspiring People” In Life Sciences Industry for Second Straight Year

LAWRENCEVILLE, N.J.—August 3, 2009—Publicis Strategic Solutions Group—a leading provider of multichannel message delivery solutions for the life sciences industry—has announced that Rick Keefer, President and Chief Executive Officer, has been selected by *PharmaVOICE* as one of their “100 Most Inspiring People in the Life Sciences Industry” for the second straight year. Publicis Strategic Solutions Group is a division of Publicis Healthcare Communications Group. *PharmaVOICE 100* nominations were submitted by readers, and the list of 2009 honorees is published in the magazine’s July/August issue.

“For the past 35 years, the pharmaceutical industry and healthcare in general have had a stalwart champion in Rick Keefer. He makes it his mission to always bring a higher level of customer service to the end user, the physician, nurse, pharmacist, or other healthcare provider. He is always looking at innovative ideas to bring forward to the industry, and constantly challenges his employees to think outside the box to achieve customers’ objectives,” the magazine said.

“A true leader and two-time *PharmaVOICE 100* honoree—having also been named to the list in 2008—Keefer balances the needs of clients, employees, and the business of Publicis Strategic Solutions Group masterfully to generate results,” the magazine added.

PharmaVOICE noted that there have been many changes within the life sciences industry during the past 12 months, including the formation of Publicis Strategic Solutions Group (PSSG). “But Keefer has handled these changes with a high degree of professionalism, integrity, and creativity. He has transformed the company and culture to one of efficiency, including a green initiative called EverGreen, and instilled a renewed focus on developing new business and stronger customer service,” the magazine said.



“His leadership has helped the whole organization to embrace change, grow in spite of it, and develop innovative solutions for clients to thrive in the marketplace. In a very challenging economy, PSSG is flourishing, and it is in large part due to the leadership of Keefer,” the magazine added.

Keefer has been in the life sciences and healthcare business since 1975, working with Biovail Pharmaceuticals, Wyeth-Ayerst Laboratories, Pharmacia, and A.H. Robins Company. He joined PSSG in 2006 as Chief Operating Officer. Keefer is a member of the HBA Metro Chapter Board, and is involved with Isles, a greater Trenton, NJ, area community development and environmental improvement organization that specializes in revitalizing distressed neighborhoods and communities, and HomeFront, whose mission is to end homelessness in central New Jersey.

###

For business inquiries, please contact Chris Dowd, EVP Business Development, at (609) 896-4764 or email Chris.Dowd@pSellingSolutions.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 multichannel 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. These include advertising, through three autonomous global advertising networks—Leo Burnett, Publicis, and Saatchi & Saatchi—and two multi-hub networks—Fallon and 49%-owned Bartle Bogle Hegarty; media consultancy and buying, through two worldwide networks—Starcom



MediaVest Group and ZenithOptimedia; interactive and digital marketing, led by Digitas; and 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