



PUBLICIS SELLING SOLUTIONS

PRESS RELEASE

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For immediate release

Publicis Selling Solutions Announces Recent New Hires

LAWRENCEVILLE, NJ—August 18, 2009—Publicis Selling Solutions, a leading provider of sales, service, and clinical teams for biopharma, today announced recent new hires. Publicis Selling Solutions is a Publicis Strategic Solutions Group company.

Anita Gurak has been hired as Business Development Manager. Ms. Gurak was formerly a Urology Sales Specialist for Allergan.

Rhonda Levinson has been hired as Client Services Director. Ms. Levinson was formerly Director of Client Services at Total Health Rewards.

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For business inquiries, please contact Chris Dowd, EVP Business Development, at (609) 896-4764 or email Chris.Dowd@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. Telephone: (609) 896-4700. Website: www.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