



PRESS RELEASE

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For immediate release

Scientific Voice Introduces New Team Members

CHICAGO, IL—August 25, 2009—Scientific Voice, a leading provider of biopharma speaker bureau and program management services, today introduced 2 new team members. Scientific Voice is a Publicis Strategic Solutions Group company.

Kristine Anthony has been named Account Director. Previously, Ms. Anthony was Client Service Manager at Advogent (formerly Cardinal Health).

Robyn Harness will be working as a Senior Account Leader. Ms Harness was formerly Director of Operations and Practice Leader at Euro RSCG.

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For business inquiries, please contact Pat Purcell, Senior VP of Business Development, at 973.204.1498, or eMail Pat.Purcell@ScientificVoice.com.

About Scientific Voice

Scientific Voice provides speaker bureau, event management, and program data management services. Core competencies include: Logistics implementation and strategic event/campaign planning for field-based and marketing-driven programming and speaker management services; Speaker Management Services, including automated nomination and contract management; Fair Market Value Analysis; planning services for strategic cap utilization and cap management, as well as fee and expense payments through to final tax reporting. Scientific Voice is part of the Publicis Strategic Solutions Group. Telephone: (312) 592-8281. Website:

www.ScientificVoice.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