



PRESS RELEASE

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For immediate release

Christopher Dowd Named Executive Vice President, Business Development, of Publicis Strategic Solutions Group

LAWRENCEVILLE, N.J.—October 13, 2009—Publicis Strategic Solutions Group—a leading provider of multichannel message delivery solutions for the life sciences industry—has announced that Christopher Dowd has been named Executive Vice President, Business Development. Publicis Strategic Solutions Group is a division of Publicis Healthcare Communications Group.

In his new role, Dowd is responsible for leading the business development activities of the recently formed Publicis Strategic Solutions Group, which aligns Publicis' key message delivery companies—Publicis Selling Solutions, Scientific Voice, Pharmagistics, and Arista Marketing Associates—to provide a full spectrum of multichannel message delivery solutions to the life sciences industry. He manages the short- and long-term overall strategic business objectives, and leverages the product and service synergies that exist within the PSSG companies. Dowd reports to Rick Keefer, President and CEO of Publicis Strategic Solutions Group.

“Chris has established a track record for structuring business development teams that connect with each other and their customers to build comprehensive solutions across all brands,” said Keefer. “He has over 20 years of industry experience in launching, selling, and directing sales and marketing efforts for more than 20 products in the primary care, managed care, and specialty groups areas. He is working with the leadership teams of our divisions to ensure that our businesses provide fully-integrated multichannel message delivery solutions in the most efficient, flexible, and innovative ways,” noted Keefer.

Most recently, Dowd was Vice President of Sales at Allergan Inc. His previous experience includes positions as Senior Vice President of Sales and Sales Operations for Esprit



Pharma Inc., and 18 years with Pfizer Inc. in a variety of positions including Vice President of Sales-Specialty.

Dowd played a major strategic and business development role in the completion of the acquisition of Esprit Pharma by Allergan Inc. After the acquisition and integration, he had responsibility for creating a new division and launching a newly acquired product. At Pfizer, Dowd helped reorganize, develop, and expand the Specialty Sales division, and had a key role in the integration of Pharmacia. He was awarded the Pfizer Hall of Fame Award in 1999.

Dowd holds a Bachelor of Science degree in Marketing from Fairleigh Dickinson University.

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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 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