



PRESS RELEASE

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For immediate release

Steve DeMorro Named Vice President of Human Resources, Recruitment, and Healthcare Education at Publicis Strategic Solutions Group

LAWRENCEVILLE, N.J.—November 19, 2009—Publicis Strategic Solutions Group—a leading provider of multichannel message delivery solutions for the life sciences industry—has announced that Steve DeMorro has been named Vice President of Human Resources, Recruitment, and Healthcare Education. Publicis Strategic Solutions Group (PSSG) is a division of Publicis Healthcare Communications Group.

In his new role, DeMorro is responsible for human resources for PSSG, as well as internal, direct-to-company, and contract recruitment. In addition, he oversees PSSG's healthcare education companies: Publicis Clinical Health Partners, Science Oriented Solutions, and Total Learning Concepts.

DeMorro has more than 22 years of experience in the life sciences industry, including 16 years with Bristol-Myers Squibb, where he was Division Manager, Regional Sales Director, and Director of Recruitment and Employee Relations. He has been with PSSG for over 5 years, where he has participated in the contract recruitment of more than 4,000 sales representatives and managers, and more than 1,000 direct-to-company representatives and managers.

"Steve's lifelong dedication is to improve the health and lives of people, and he has devoted his career to expanding the critical role that the life sciences industry plays in realizing these goals," said Rick Keefer, PSSG President and CEO. "He shares his passion for health care, and his commitment to volunteering for civic and charitable endeavors, with current as well as future PSSG employees."

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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