



PRESS RELEASE

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For immediate release

Publicis Strategic Solutions Group Announces New Hires and Promotions

LAWRENCEVILLE, N.J.—February 2, 2010—Publicis Strategic Solutions Group—a leading provider of multichannel message delivery solutions for the life sciences industry—today announced several new hires and promotions within the Group and its affiliate companies. Publicis Strategic Solutions Group (PSSG) is a division of Publicis Healthcare Communications Group.

Publicis Strategic Solutions Group:

Dave Schiessler has been hired as Senior Director of Business Development. Prior to joining PSSG, Dave was Associate Director of Sales & Marketing Operations at CV Therapeutics.

Publicis Selling Solutions:

David M. Burgoon has been hired as National Business Director for a new dermatology-focused field force that launched in late 2009. Previously, David was a Regional Sales Manager at DUSA Pharmaceuticals.

Robin Kneeshaw has been hired as Client Services Director. Previously, Robin was a Professional Medical Representative at Daiichi-Sankyo.

David Calabro has been hired as Sr. Manager, Human Resources. David was previously a Sr. HR Consultant at Wyeth Pharmaceuticals.

Anita Gurak has been promoted to Sr. Manager, Business Development. She was previously Manager, Business Development.

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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. 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