



PRESS RELEASE

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For immediate release

Christina DiBiase of Publicis Selling Solutions Honored As A “Rising Star” In Healthcare Industry

LAWRENCEVILLE, N.J.—June 1, 2010—Publicis Selling Solutions—a leading provider of field sales and service teams for biopharma—announced that Christina DiBiase, National Business Director for a top pharma client sales team, has been recognized by the Healthcare Businesswoman's Association (HBA) as one of the 2010 Rising Stars in the healthcare industry. Publicis Selling Solutions is a division of Publicis Strategic Solutions Group.

The HBA's 2010 Rising Stars are profiled in the May issue of *PharmaVOICE* magazine. The HBA honors Rising Stars for exemplifying true leadership, acting as a role model for others, assisting direct reports and peers, being a team player, exhibiting dedication to the healthcare industry, and being a shining example of top talent in their organizations.

Christina leads one of Publicis Selling Solutions' largest and most complex multichannel sales and marketing teams. She is responsible for all aspects of this multifaceted partnership, including execution, sales, client services, and performance management.

Commenting on Christina's inclusion as a 2010 Rising Star, Publicis Selling Solutions General Manager, Dean Hopkins, noted that "Christina is one of the top talents in the life sciences industry and is a superb leader with a tireless work ethic. Christina has all the leadership qualities to become a senior-level leader in healthcare, which is why we nominated her as a Rising Star. We are very proud of her being recognized as a 2010 HBA Rising Star."

HBA Rising Stars are professionals in various sectors of the healthcare industry, including pharmaceutical, biotechnology, advertising, public relations, medical education, and market research, among other fields. Nominated by HBA's corporate partners, the Rising Stars



represent various career stages and disciplines, and have demonstrated noteworthy achievements and proven attention to furthering their careers.

The Healthcare Businesswoman's Association (www.hbanet.org) is a global not-for-profit organization dedicated to furthering the advancement of women in healthcare worldwide. The Rising Stars were honored at the HBA's 21st annual Woman of the Year Luncheon on May 6 in New York City.

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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, flextime, 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 Strategic Solutions 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