

FOR RELEASE IMMEDIATELY



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ST. LOUIS, MISSOURI – MAY 25, 2006 The Mattson Jack Group, Inc. (Mattson Jack) is pleased to announce its first Gold-level sponsorship of BioMED Israel 2006. Richard Martin, President and Chief Operating Officer of Mattson Jack, shared, "We are pleased to participate in this conference in recognition of the growing importance of Israeli companies in the global pharmaceutical / biotech market. We look forward to expanding our relationship with Israel's leading pharmaceutical and biotech companies as we share our expertise in support of their continued global expansion. These activities will be led by Dr. Shlomi Gilboa."

In addition, this week Mattson Jack announced the launch of Cancer!MPact™, the premier source of global oncology market information. "Cancer!MPact™ is the only all-inclusive service that provides a consistent global methodology and perspective to a comprehensive clinical and market review of the three largest cancer markets: the United States, Europe (France, Germany, Italy, Spain, and the United Kingdom), and Japan. "Given the increasing changes in pharmaceutical market, it is critical for our clients to understand the dynamics of the current and future oncology markets. This requires taking into account clinical management trends, novel oncology drugs and regimens, and potential changes in patient populations," said Ian Hicks, Vice President of MJG's DaVinci Oncology Specialists, "Cancer!MPact™ utilizes sources from the largest cancer registries and databases available and represents our ongoing commitment to our clients to provide them with the most up-to-date, comprehensive view of the oncology patient population," said Roger Halualani, Vice President of MJG's DaVinci Oncology Specialists.

Editor's notes

About The Mattson Jack Group, Inc.

Formed in 1986, Mattson Jack (www.mattsonjack.com) focuses its talent in three areas of Core Competency: Business Analytics, Brand Optimization, and Corporate Development Services primarily in the pharmaceutical and biotech markets. Its ongoing mission is to "Accelerate Client Growth through advanced analysis, planning, decision support, and implementation." Mattson Jack consultants have expertise in custom epidemiology, technology assessment, business and strategic plan development, primary market research, pricing and reimbursement, market modeling and forecasting,

and due diligence / licensing support. In addition to its custom consulting practice, Mattson Jack offers a range of market insight resources and tools to its clients including, but not limited to, Epi Database® and Forecast Architect®, and Cancer!MPact™ and Oncology Marketing Strategies™ through its cancer center of excellence, Mattson Jack DaVinci.

Mattson Jack's client list includes some of the most recognized pharmaceutical and biotech companies in the world, such as Amgen, AstraZeneca, Biovail, Bristol-Myers Squibb, Daiichi, Genentech, GlaxoSmithKline, Hisamitsu, Johnson & Johnson Companies, King Pharma, Lilly, Merck, Novartis, Pfizer, Otsuka, Roche, Sanofi-Aventis, Schering, Tanabe, Teva, and Wyeth.

Mattson Jack is part of Kantar Group, the information and consultancy division of WPP, an \$8+ billion global communications services firm. Kantar is one of the world's largest research, insight and consultancy networks. It helps clients make better business decisions through a deeper understanding of their markets, their brands, and their customers. Part of WPP, Kantar brings together a diverse group of outstanding marketing insight and consulting companies – each an expert in their field who can work together seamlessly to help clients address business issues in a holistic and strategic way. The group operates in 160 offices across 60 markets worldwide.

For more information on Mattson Jack consulting services or products, contact

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