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**THE MATTSON JACK GROUP UNVEILS ONCOLOGY MARKET'S FIRST
COMPREHENSIVE DATABASE OF CANCER REGISTRIES**

CANCER!MPACT™ Allows Marketers Insights Into 25 Types of Cancer

St. Louis – May 16, 2005 – In a first, The Mattson Jack Group, Inc. (MJG) today announced the availability of Cancer!MPact™, the largest source of oncology market information. Cancer!MPact utilizes the combined power of three of the largest cancer registries and databases to provide marketers with detailed information including nationally projectable patient statistics, longitudinal recurrence and survival data, treatment modality information, detailed drug data for product tracking, and dosing and duration data for more than 25 types of cancer.

“Cancer!MPact is the only all-inclusive tool that 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 overview of the complete oncology market,” said Bill Cacheris, Senior Vice President, The Mattson Jack Group. “Given the increasing focus on current and novel oncology treatments, Cancer!MPact provides pharmaceutical marketers with the insight to make informed decisions regarding positioning and marketing of their products in what has become an increasingly competitive market.”

Cancer!MPact offers intelligence unlike any other service including:

- **Period Survival Technique** – Unlike other services, Cancer!MPact provides accurate estimates of future long-term survival that include the survival benefit from the latest oncology therapies. Such an approach will aid pharmaceutical companies determine true future market potential. Existing offerings provide estimates based on cohort analysis, analyzing data from the past 10-20 years
- **Patient Metrics** – Details populations of patients with various types of cancer
- **Key Emerging Technologies** – Analysis of more than 60 new compounds in development for various types of cancer
- **Treatment Architecture** – Data on the management and flow of patient therapy from start to finish
- **Market Perspectives** – Provides information including what drugs are on the market, detailed sales data, and use by indication

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The foundation for the intelligence provided by Cancer!MPact is The Mattson Jack Group's **CORE** (Combined **O**ncology **R**esource) database, which utilizes information from three of the leading cancer sources – **SEER** (Surveillance **E**pidemiology **E**nd **R**esults), **NODB** (National **O**ncology **D**atabase) and **EMR** (Electronic **M**edical **R**ecords).

Cancer!MPact builds on the success Mattson Jack Group's CancerMETRIC™ and Cancer Perspectives™ offerings, providing pharmaceutical and biotech executives with critical, across-the-board intelligence to assist them in making informed decisions about their brands and planned product development. Cancer!MPact provides comprehensive information including geographically representative samples of the US cancer population, drug dosing and duration of therapies, staging for newly diagnosed and recurrent patients, major anatomical sites of cancer and the treatments utilized, and surgery types and frequency.

“By consolidating all of this market intelligence into the Cancer!MPact offering, our clients have a single source available that is not available anywhere else to assist them with crucial marketing decisions,” said Cacheris.

About The Mattson Jack Group, Inc.

Formed in 1986, MJG (www.mattsonjack.com) focuses its talent in three areas of Core Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. Its ongoing mission is to "Accelerate Client Growth through advanced analysis, planning, decision support, and implementation." MJG consultants have expertise in pricing and reimbursement, custom epidemiology, technology assessment, business and strategic plan development, due-diligence and licensing support, market modeling and forecasting, and primary market research. The Mattson Jack Group is part of Kantar, a WPP company, an \$8 billion global communications services firm. For more information visit www.mattsonjack.com.

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