

MATTSONJACK

FOR IMMEDIATE RELEASE

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THE MATTSON JACK GROUP, INC. APPOINTS JOHN R. HAIG, PH.D., AS VICE PRESIDENT, MARKETING RESEARCH

SAINT LOUIS, MO, January 25, 2007. William R. Bagwell, Senior Vice President of Marketing Research for The Mattson Jack Group, Inc. (MattsonJack), announced the appointment of John R. Haig, Ph.D., as Vice President, Marketing Research.

Mr. Bagwell said, “Dr. Haig brings approximately 20 years of insight and experience to MattsonJack’s Marketing Research practice specialty relative to both domestic and international qualitative research engagements. John has the in-depth expertise, talent, and drive to help MattsonJack manage our rapid growth in marketing research services. His breadth of general knowledge and substantial managed care background adds further value to a wide range of MattsonJack’s practice and therapeutic area expertise, such as oncology, cardiovascular, and metabolic disorders, along with many others.”

Prior to joining MattsonJack, Dr. Haig worked for TVG, Inc., in marketing research and consulting, leading the healthcare systems team and managed care advisory network for several years as well as leading the neurology therapeutic team. Prior to his work at TVG, Dr. Haig was Associate Professor of Psychology at Philadelphia University. Dr. Haig earned a Ph.D. in Developmental Psychology from the University of North Carolina at Chapel Hill.

Jerry Fields, Executive Vice President, commented, “The appointment of Dr. Haig further demonstrates MattsonJack’s continued commitment to better serve our clients. Augmenting our quantitative strengths with deeper insight is one of our goals. Clients will certainly benefit from the depth of experience and insight of John Haig.”

For more information, contact Amit Dhawan, M.D. at +(314) 469-7600 or e-mail: info@mattsonjack.com.

EDITORS NOTES:

About MattsonJack (www.mattsonjack.com)

Formed in 1986, MattsonJack focuses its talent in three areas of Core Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. MattsonJack consultants have expertise in pricing and reimbursement, epidemiology, technology assessment, strategic planning, forecasting, and primary market research.

MattsonJack’s client list includes some of the most recognized pharmaceutical and biotech companies in the world, such as Abbott, Amgen, AstraZeneca, Bristol-Myers Squibb, Genentech, GlaxoSmithKline, Johnson & Johnson Companies, Eli Lilly, Merck, Novartis, Pfizer, Roche, Sanofi-Aventis, and Wyeth.

MattsonJack is part of Kantar Group, the Information and Consultancy division within WPP, an \$8+ billion global communications services firm.

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About Kantar Group (www.kantargroup.com)

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.

Companies include: Added Value Group, AMRB, BMRB, BPRI, Cannondale Associates, Center Partners, Everystone, Focalyst, Fusion 5, Glendinning Management Consultants, Henley Centre HeadlightVision, IMRB, Kantar Operations, KMR Group, Lightspeed Research, Management Ventures, The MattsonJack Group, Inc., Millward Brown, Research International, RMS and Ziment Group. The group operates in 160 offices across 60 markets worldwide.

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