

NEWS RELEASE

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**Expansion of Market Research for The Mattson Jack Group
William Serad Named Chief Methodologist**

SAINT LOUIS, MO, July 2, 2005. Bill Bagwell, Vice President of Marketing Research for The Mattson Jack Group, Inc. (MJG), a WPP company, is pleased to announce the addition of Mr. William Serad, Dr. Mylinda R. Willsey, and Mr. Henry Lu to the Advanced Methods Group of The Mattson Jack Group. They are based in MJG's Philadelphia office, further expanding the company's marketing research capabilities. These changes demonstrate MJG's commitment to better serve the needs of its clients by enhancing its growth strategy capabilities, which include marketing research, product and market forecasting, epidemiology, strategic planning, and licensing support.

"As our Chief Methodologist," Mr. Bagwell said, "William Serad brings years of experience to Mattson Jack's Marketing Research group, having directed teams of analysts, statisticians, and programmers in both corporate and pharmaceutical consulting positions. MJG is building an outstanding Advanced Methods team, and we're looking forward to creating a number of unique products over the next year. These would provide our clients with the business-critical information they require through easily accessible yet analytically rigorous tools. We are excited that William, Mylinda, and Henry have joined us as we continue expanding our service offerings with more complex customer segmentation, product positioning, and choice-based modeling."

Prior to joining MJG, Mr. Serad was Executive Vice President and Chief Methodologist at TVG Market Research and Consulting. As Head of Quantitative Processes, Mr. Serad's former staff was devoted to introducing new products and services in advanced analytics, including statistical modeling, market segmentation, and allied software development. He has developed several publications on quantitative market analyses, and he is a well-respected speaker on forecasting, analysis, and brand equity research for pharmaceutical products. Mr. Serad earned an M.A. in Comparative Government from the University of Pennsylvania concentrating on systems theory relating to international trade.

Assisting William Serad will be Dr. Mylinda R. Willsey, who has been appointed Quantitative Methodologist in MJG's Philadelphia office. Prior to joining MJG, Dr. Willsey worked for the Gomez Foundation for Mill House, where she was a Foundation Associate. Dr. Willsey has a comprehensive background in Medicaid and managed care payment environments, and her experience encompasses a broad range of research methodologies, including regression analysis, structural equation models, and other advanced statistical methods. She earned her Ph.D. and Master's degrees in Sociology from Columbia University, New York, where she worked on a wide variety of multivariate analysis and survey research projects, including researching both primary and secondary data sources.

Also joining the Advanced Methods staff is Mr. Xinghe (Henry) Lu as a Senior Statistical Analyst. Mr. Lu comes to MJG from TNS Healthcare, where he built numerous positioning, patient flow and segmentation models. While he possesses a broad range of analysis and programming skills, his particular forté lies in dynamic models and SAS programming. Prior to his experience with TNS, Mr. Lu worked for SHARP Electronics' Nanjing Branch in China. He earned his M.S. in Computer Science at Saint Joseph's University in Philadelphia and his B.A. of Business at Southeast University in Nanjing, China.

Jerry Fields, Executive Vice President for The Mattson Jack Group, commented, "Our clients will benefit from the experience and insight of William Serad, Mylinda Willsey, and Henry Lu. MJG has a proven track record of combining the talent and tools necessary to help solve complex business issues. The addition of William, Mylinda, and Henry enables us to provide even higher levels of service, and we are delighted that they have chosen to join MJG."

Mr. Serad, Dr. Willsey, and Mr. Lu can be reached through MJG's Philadelphia office at 300 West State Street, Suite 304, Media, Pennsylvania 19063 USA; Tel: + 610-566-0700 and Fax: +610-566-2435.

ABOUT THE MATTSON JACK GROUP, INC. (www.mattsonjack.com): Formed in 1986, MJG focuses 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. MJG's client list includes some of the most recognized pharmaceutical and biotech companies in the world, including Amgen, AstraZeneca, Bristol-Myers Squibb, Genentech, GlaxoSmithKline, Johnson & Johnson Companies, Lilly, Merck, Novartis, Pfizer, Roche, Sanofi-Aventis, Schering, and Wyeth.

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