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## The Mattson Jack Group Acquires DaVinci Healthcare Partners

ST. LOUIS, MO, AUGUST 16, 2004—**The Mattson Jack Group, Inc. (MJG)** is pleased to announce that it has acquired Hayward, CA-based **DaVinci Healthcare Partners, LLC (DaVinci)**. The joining of these two premier consulting firms creates a powerhouse in oncology strategic consulting services for the pharmaceutical and biotechnology industries.

DaVinci will join The Mattson Jack Group's oncology specialty practice to form a new unit, **DaVinci Oncology Specialists (DOS)**. This new group will encompass the full range of oncology strategic consulting and market information resources within The Mattson Jack Group. Market information resources will include DaVinci's *Cancer Perspectives™*, *Supportive Care Perspectives™*, and *Oncology Marketing Strategies™*— the industry's "Gold Standard" in-depth, oncology syndicated reports— and MJG's epidemiological and forecast tools such as CancerMETRIC®, Epi Database®, and Forecast Architect®.

"In addition to unique, insightful secondary market information resources and tools, MJG-DOS offers clients unparalleled strategic decision support in the field of oncology through our highly-experienced consulting staff," said Richard Martin, President & COO of The Mattson Jack Group. "The mass of knowledge, experience and insight created by this combination enables MJG-DOS to provide our clients with the best support available as they consider and map their future in the oncology market."

**About The Mattson Jack Group, Inc.:** Formed in 1986, The Mattson Jack Group ([www.mattsonjack.com](http://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 a member of the Kantar Division of WPP Company, an \$8 billion global communications services firm.

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**About DaVinci Healthcare Partners, LLC:** DaVinci, formed in 1999, is a leader in oncology research and consulting. DaVinci is known for combining extensive technical/clinical expertise with primary global market research into business and technological evaluations for its multiclient syndicated reports, and single-client projects.

**About WPP: WPP ([www.wpp.com](http://www.wpp.com))** is one of the world's leading communications services groups, providing national, multinational and global clients with advertising; media investment management; information and consultancy; public relations and public affairs; branding and identity, healthcare and specialist communications. Besides The Kantar Group, WPP's worldwide companies include J. Walter Thompson, Ogilvy & Mather Worldwide, Y & R, Red Cell, MindShare, Mediaedge:cia, OgilvyOne, Wunderman, Hill & Knowlton, Ogilvy Public Relations, Burson-Marsteller, Cohn & Wolfe, CommonHealth, Sudler & Hennessey, Enterprise IG, Landor and Fitch, among others.

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