

MATTSONJACK

MATTSONJACK ANNOUNCES EXPANSION IN EUROPE – OPENS PARIS OFFICE

St. Louis, Missouri, USA, and Paris, France. May 5, 2008, 2008... Pierre Anhoury, M.D., M.P.H., Senior Vice President and Business Leader for Europe, announced the opening of The Mattson Jack Group's (MattsonJack) continental Europe office at [Paris Biotech Santé](#), Faculté de Médecine Cochin Port-Royal, 24, rue du Faubourg Saint-Jacques, 74014 Paris, France.

Dr. Anhoury said, "We are fortunate and pleased that MattsonJack's contributions to the healthcare sector have been recognized through our membership and location within Paris biotech. Our business role in assisting the pharmaceutical, biotechnology, and provider sectors in making better decisions will be further enhanced by our association with this important institution."

Richard W. Martin, MattsonJack's President and Chief Operating Officer, stated, "GSK, Guerbet, Novartis, Sanofi and many other companies, both larger and smaller, often seek the 'outside' market assessment and decision support that MattsonJack provides. Being closer to their European headquarters or affiliates is critical to MattsonJack's continuing to provide outstanding insight and service, which this office will provide."

For more information about MattsonJack Europe, visit [MattsonJack's website](#) or contact:

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Editor's Notes:

ABOUT THE MATTSON JACK GROUP, INC. (WWW.MATTSONJACK.COM)

Formed in 1986, MattsonJack focuses its client support in three areas of Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. MattsonJack 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. MattsonJack's client list ranges from emerging companies to some of the most recognized pharmaceutical and biotech companies in the world, such as Abbott, Amgen, AstraZeneca, Genentech, GlaxoSmithKline, Guerbet, Johnson & Johnson Companies, Merck, Novartis, Pfizer, Roche, Wyeth, and many others.

MattsonJack's knowledgeware and client productivity tools include [Epi Database®](#) and [Forecast Architect®](#). Additionally, MattsonJack, as one of the largest global oncology consulting firms, supports its clients' cancer interests through its [MattsonJack DaVinci](#) multiclient offerings, including [CancerMPact®](#), [CancerNSight®](#), [Oncology Marketing Strategies™](#), [Supportive Care Perspectives™](#), [Future Focus™ Myelodysplastic Syndromes \(MDS\)](#), and [Future Focus™ Gastrointestinal Stromal Tumor \(GIST\)](#).

MattsonJack is part of Kantar Group, the Information and Consultancy division of WPP, a \$10+ billion global communications services firm.

For information on MattsonJack, contact Michele Abel, Senior Vice President, at info@mattsonjack.com.

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 Mattson Jack Group, Millward Brown, Research International, RMS and Ziment Group. The group operates in 160 offices across 60 markets worldwide.

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