

MATTSONJACK

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FOR IMMEDIATE RELEASE

MATTSONJACK LAUNCHES EPI DATABASE® BRIC – EPIDEMIOLOGY INFORMATION FOR EMERGING MARKETS

ST. LOUIS, MISSOURI – June 26, 2008. [The Mattson Jack Group, Inc.](#) announces the launch of [Epi Database® BRIC](#), the premier, Web-accessible database that provides researched, documented, and comprehensive epidemiology data in significant emerging markets. Epi Database® BRIC's epidemiological data for Brazil, the Russian Federation, India, and China are integrated seamlessly into MattsonJack's [Epi Database®](#), the most trusted resource for epidemiological information in the pharmaceutical industry.

“Emerging markets are prime growth opportunities for global pharmaceutical companies,” said David Robinson, Director of MattsonJack's Epidemiology Group. “Changing socioeconomic and demographic trends are leading to an explosion of chronic lifestyle diseases in these countries that are treatable by prescription drug therapies. Pharmaceutical companies need an accurate picture of the number of people with major diseases that are of commercial interest to determine market potential, build forecasts, and conduct strategic planning.”

Pharmaceutical companies use Epi Database® BRIC to support major product decisions, including:

- Market definitions / potential
- Go / no-go decisions
- New revenue opportunities for in-line products
- Understanding previously untapped growth opportunities / markets

Epi Database® BRIC currently covers [30 indications](#), expanding to 80 to 100 indications by year-end. These indications were chosen following a fact-based analysis relating to current pharmaceutical research pipeline intensity, disease burden, and currently marketed products. Epi Database® BRIC has been designed to provide for easy and rapid data access, data manipulation, and data export to Excel. Data for Brazil, the Russian Federation, India, and China are presented similarly to G7 data already included in Epi Database®, with:

- Thoroughly researched epidemiology through scientific literature, including public and private data sources
- Breakouts by country, indication, year, gender, race, and age, if applicable
- Fully documented sources to provide complete transparency
- Projections through 2025
- Dedicated group of epidemiologists with significant public health sector expertise

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“Challenges to determining the starting patient population in emerging markets are daunting,” Robinson said. “Disease prevalence may not reflect the actual number of patients to be treated. The emerging markets present Rx accessibility and affordability issues and limited availability to healthcare resources. All this is accounted for in Epi Database® BRIC.”

For more information on MattsonJack service offerings or products, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at paula.paradise@mattsonjack.com or by phone in the U.S. (484.442.1431).

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, 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™](#), and [Oncology Marketing Strategies™](#).

MattsonJack is part of Kantar Group, the Information and Consultancy division of WPP, a \$12+ billion world leader in communications services.

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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, IMRB, 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, Inc., Millward Brown, Research International, RMS and Ziment Group. The group operates in more than 160 offices across 60 markets worldwide.