

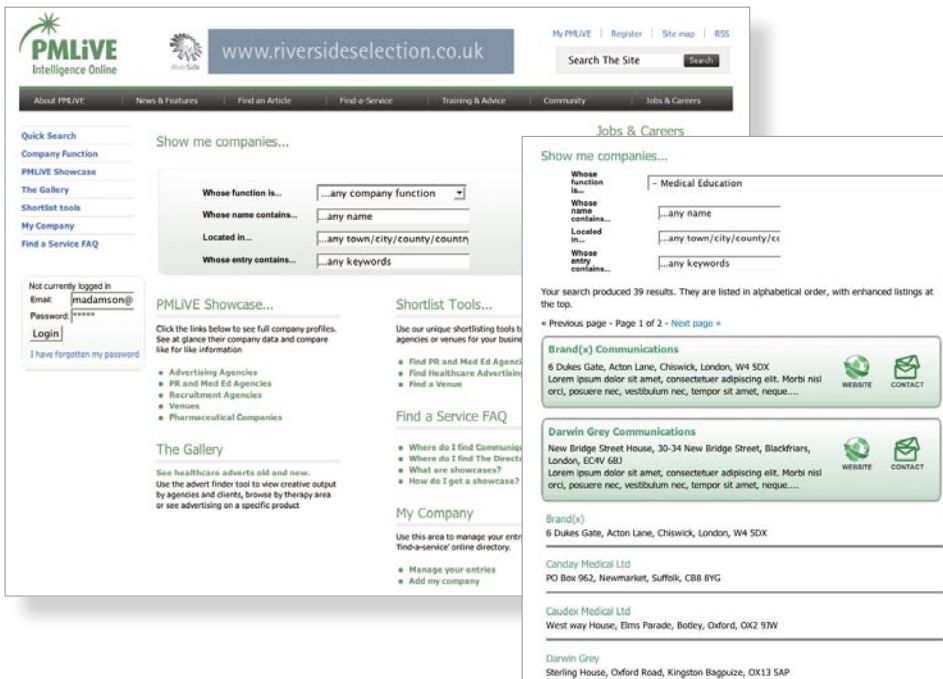
FIND-A-SERVICE

INTRODUCTION

Find-a-Service is a comprehensive, easy-to-use online directory within *PMLive.com* that allows pharmaceutical industry executives to search, shortlist and discover more about competitors, suppliers and services. It also enables

you to reach industry decision-makers to showcase your products and services.

With banner campaigns throughout the site and new search functionality on the homepage, *Find-a-Service* is sure to be one of the most visited sections of new *PMLive.com*.



AT A GLANCE

Source: PMLive.com Google analytic statistics since the launch of the new site:
1st July 2009 - 31st July 2009

Visitors	
Visits:	17,880
Page views:	93,128
Absolute unique visitors	9,513
Returning visitors:	11,322
New visitors:	6,558
Registered Users:	8,003

TOP COUNTRIES VISITING PMLIVE.COM (SINCE JAN 2009)

- UK
- USA
- Belgium
- Switzerland
- Germany
- France
- Australia
- Ireland
- Canada
- Italy

FIND-A-SERVICE CATEGORIES BY SALES SECTORS

Sales & Marketing

- Advertising Services
- Contract Sales
- Design & Print Services
- Digital, Direct & CRM
- Event Management
- Market Research
- Media Owners/Publishers
- Medical Communications
- Medical Education & PR
- Sales Promotion
- TV, Film & Video

Manufacturing, Packaging & Logistics

- Manufacturing & Packaging
- Wholesale, Retail and Distribution

Sales Force Effectiveness

- Closed Loop Marketing
- E-Detailing

Business Services & Consultancy

- Business Services
- IT Consultancy
- Management & Pharmaceutical Consultancy
- Strategic Marketing Consultancy

Personal & Career Development

- Recruitment Services
- Training

Drug Development & Research Services

- Drug Development & Research Services

Patient Associations & Charities

- Patient Associations & Charities

Professional Associations

- Professional Associations

Pharmaceutical Companies

- Pharmaceutical Companies

BrandFish

Key contact:
Susan Allen
Tel: +44 (0)1993 768340
Fax: +44 (0)1993 662957


Address:
Weyhead House
14 Harborough Business Park
Long Harborough
Oxon
OX9 9JH
United Kingdom

Mission statement:
BrandFish deliver strategic communications and a deep understanding of your brand. With director level only service, expect innovative, common sense solutions for your healthcare communications for all your audiences. Healthy healthcare communications are best delivered through good relationships, and we nurture and encourage our relationship with you to deliver great service and as great satisfaction. Our passion delivers and empowers your brand to succeed.

With many decades of experience we can provide a solution for every need. We can support you to provide:

- Strategic marketing/sellside consultancy
- Market shaping preparedness
- Advisor enrichment
- Publications
- Events

Google maps coordinates:
Latitude: 51.82564
Longitude: -1.36792



Huntsworth Health

Key contact:
Sandy Royden or Annabelle Sandeman

Key personnel:
Sandy Royden, chief executive officer - Europe
Annabelle Sandeman, divisional director - medical communications, Chiswick
Jeremy Clark, pr director, Harlow
Nancy Perry, executive creative director
Cory Inglis, divisional director - brand communications, Harlow

Tel: +44 (0)20 8747 4400
Fax: +44 (0)20 996 0765

Address:
10 Windmill Road
Chiswick
London
W4 1SD
United Kingdom

It's our focused approach that sets us apart.

With experts concentrating on what they do best, whether it's advertising, digital, medical education or PR, there are hundreds and thousands of reasons to choose Huntsworth Health for your brand.

The team at Huntsworth Health has a broad range of therapy area experience across: cardiovascular, CNS, respiratory, dental, ophthalmology, dermatology, oncology, diabetes, diabetes, vascular disease, GI, endocrinology, urology and pain management.

Areas of expertise:
In Global, European and UK markets, the Huntsworth Health Medical Comms team excel at:

- Professional relations
- Advisory development
- Conferences and meetings management (including CPO accreditation)
- Publications planning and delivery
- Advisory board management programmes
- Reputation and issue management
- Patient awareness programmes
- HCP and consumer media relations
- Internal communication
- Internal communication
- Web-based and interactive communications

Portfolio of opportunities:
We are happy to discuss any projects across the range of therapy areas and will ensure complete confidentiality for competing brands through our various office locations.

To discuss which ingredients will get the right results for you, drop a line to SandyRoyden@huntsworth.com or call +44 (0)20 8747 4405.

Awards:

Communicator Awards:

- 2007 Writing Excellence, Gastrograph, sub-judicial (winner)
- 2006 ASCO Server, Best Professional Campaign (winner)
- 2006 Zynve Best Clinical Leadership/Development (winner)
- 2006 Best Professional Campaign (Coversyl) (shortlisted)

PHEA:

- 2006 Best Professional Campaign, Servier (winner)
- 2006 Best Opinion Leadership/Development, Zynve (shortlist)
- 2005 Customer Focus Award, Stepping forward in primary care, Wyeth (shortlisted)
- 2005 Customer Focus Award, Heart Check, Servier (shortlisted)

Current client list:

- Abbott Laboratories (Nimra)
- Baxter (Abactin, FESB, Nuprin)
- Bogen (Tasbit)
- Biohinger Ingelheim (Apliva)
- Biohinger Ingelheim Vetmedica (Metacam)
- Daiichi-Sankyo (Sevika)
- Intersoft (Nesofat)
- Novartis (Sunventis)
- Novartis Vaccines (Dians)
- Otsuka (Tolapant)
- BMS (Plavix)
- Lundbeck (Asthel)
- Merck Serono (Contraid)
- Merck Serono (SOMALU, Pergonal, Lovers, Orlonox, Outvelis, Celstide)
- Pfizer (Gendrogen, Somavent, ABBF, Detrusitol, Natason, Natason)
- PandS (Actonel)
- TEVA (Caspemid)
- santofi-aventis (Aplisix, Aprovel, Lartus, Plavix)

ADVERTISING OPTIONS

OPTION ONE: BASIC ENTRY

Includes:

- Name of company
- Address
- Telephone and fax
- Google map
- Email link (creates a *PMLiVE.com* enquiry form advising recipient source of lead)
- Website link (creates a *PMLiVE.com* redirection page to your site and advises user they are about to visit a third-party site. Also useful for tracking traffic)

OPTION TWO: EXPANDED ENTRY

Include:

- Name of Company
 - Address
 - Telephone and fax
 - Google map
 - Email link
 - Website link
- PLUS**
- Company logo OR image
 - Up to 100-word company description
 - Name of key contact (single name only)
 - Expanded entries will have priority positioning over basic entries within each section
 - Expanded entry in primary area entitles company to half-price expanded entries in secondary areas

Terms:

- All entries must re-validate details every 12 months or be removed
- Basic entries will be listed free within **one** category only - this should be your primary service area
- Reduced rate online Premium Profile restricted to companies booking 12 months in print
- Entries will only go live once payment has been received unless by prior arrangement

OPTION THREE: PREMIUM PROFILE

Includes:

- Name of company
 - Address
 - Telephone and fax
 - Google map
 - Email link
 - Website link
- PLUS**
- Fully formatted profile of company
 - Company logo AND images
 - Up to 500-word company description
 - Names of key personnel (multiple contacts)
 - Premium profiles will have top priority positioning over expanded entries within each section
 - Premium profile in primary area entitles company to half-price premium profiles in secondary areas
 - Premium profiles can be accessed in three ways on *PMLiVE.com*:
 - *Find-a-Service* browsing
 - Company profile browsing
 - Dedicated agency shortlist tool
 - Any company taking a print profile in *Communiqué* or *The Directory* is entitled to a 75% discount on prices of online premium profile

CONTACT INFORMATION

Address:

PMGroup
Vincent House
Vincent Lane
Dorking
Surrey
RH4 3JD

Tel: +44 (0)1306 740777

Fax: +44 (0)1306 741069

Web: www.pmlive.com

Sales:

Jenny Mudd - jmudd@pmlive.com

Mel Hosegood - mhosegood@pmlive.com

Tamsyn Mason - tmason@pmlive.com

PMLIVE.COM FIND-A-SERVICE RATES

	PRIMARY CATEGORY	SUPPLEMENTARY CATEGORIES
Basic Entry	£FOC	£95 per annum (£1.82 per week)
Expanded Entry	£520 per annum (£10 per week)	£260 per annum (£5 per week)
Premium Profile (Online only)	£2,080 per annum (£40 per week)	£1,040 per annum (£20 per week)
Premium Profile (With 12 months print profile in <i>Communiqué</i> or <i>The Directory</i>)	£1040 per annum (£20 per week)	£520 per annum (£10 per week)