

FOR IMMEDIATE RELEASE

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SOS Introduces New Campaign

ATLANTA, GA –May 9, 2006– Science Oriented Solutions (SOS), a member of the Publicis Healthcare Communications Group (PHCG), announced today that it is introducing its new advertising campaign, created in partnership with Medicus Canada, also a division of PHCG. The new campaign is designed to generate greater awareness of SOS’s services within the pharmaceutical and biotech sectors and to further enhance the SOS brand image.

According to Beth Price, Executive Vice President of SOS, the objective of the new campaign is to optimally position SOS by spotlighting the company’s unparalleled experience in sourcing, training, managing and developing Medical Science Liaison (MSL) programs during the past decade. “We are undeniably the experts in this field,” Price said. “SOS’s success has been predicated on our ability to partner with our clients, creating a win-win collaboration.”

SOS’s expertise in managing MSLs within a wide range of therapeutic areas, as well as its database of qualified and experienced candidates, allows SOS to operate quickly and efficiently to deploy teams in the field. SOS manages these teams on behalf of the client and these individuals can be internalized by the pharmaceutical company at the end of the contract period, if desired. “Outsourcing of MSLs provides our clients with a turnkey support model and the security of a trained and managed MSL team dedicated solely to that client’s product,” Price said.

The new advertisement is designed with the look and feel of a medical journal article, to represent the professionalism, trust, reliability, and expertise for which SOS is known. Entitled “*The Next Most Important Trial for Your Drug*,” the ad features an abstract, MSL spectrum of activities, methodology, results, and, finally, conclusions. Each section supports SOS’s new tagline: “*The Scientific Basis for Commercial Success*.”

“When SOS originally introduced the concept of a Contract Medical Organization (CMO) with outsourced MSLs back in 1997, we did so to fulfill a need for the medical department to become an integral part of the commercial operations team within the pharmaceutical arena,” said Evan Demestihias, MD, RPh, SOS President and Chief Operating Officer. “This partnering approach has become a model for relationship marketing on an outsourced basis that has sustained the growth of the SOS business.” By focusing on SOS’s strengths, the capabilities of the company can be highlighted, along with its prestige and professionalism, while helping to further solidify the SOS brand.

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SOS's new ad will appear as a two-page spread in numerous industry publications over the next several months and reprints will be distributed at industry conferences and events.

About Science Oriented Solutions (SOS)

SOS, a full-service commercial-side medical affairs group, was established in 1997 as the pharmaceutical industry's first Contract Medical Organization (CMO). SOS focuses on delivering comprehensive outsourcing of medical affairs activities, including domestic and international Medical Science Liaisons (MSLs) and medical communications services to pharmaceutical, biotechnology and medical device companies. SOS integrates its activities with the client's core commercial objectives. SOS is a member of the Publicis Healthcare Communications Group (PHCG).

About Publicis Healthcare Communications Group (PHCG)

PHCG, a member of Publicis Groupe S.A., is the preeminent healthcare communications group in the world specializing in healthcare activities with international brand Medicus, Discovery, and Saatchi & Saatchi Healthcare. PHCG has a unique range of international capabilities including Advertising and Medical Education, Sales and Marketing Services, Medical and Scientific Affairs, and Healthcare Consulting.

Publicis Groupe (Euronext Paris: 13057, NYSE: PUB) is the world's fourth largest communications group, as well as world leader in media counsel and buying. Its activities span 109 countries on six continents.

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