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**For Immediate Release**

**The Mattson Jack Group, Inc. Announces the Release of CancerNSight™ –**  
A powerful new tool to facilitate strategic decision-making when  
assessing commercial opportunities in oncology

**SAINT LOUIS, MO; October 3, 2007** The Mattson Jack Group, Inc. (MattsonJack) announces the release of CancerNSight™, a powerful new tool to facilitate strategic decision-making when assessing commercial opportunities in oncology.

Developed by MattsonJack, a world leader in oncology consulting, CancerNSight™ is a robust syndicated study and leading-edge market simulator that offers unique opportunity viewpoints to the oncology market. It is a cost-effective and easy-to-use tool that embraces flexibility and repeatability unique to each client's needs and provides comprehensive, timely information even when resources are constrained, complementing other research tools and methodologies.

CancerNSight™ is designed to answer the key questions:

- ✓ With so many potential opportunities to invest in, how do you spot a promising candidate early on?
- ✓ Is this product worthy of the next step in development and/or investment?
- ✓ Can this product's competitive value and market position be improved?

CancerNSight™ will aid clients at an earlier stage in the decision-making process by providing more in-depth information regarding a product's attributes and its respective value or tradeoff. Additionally, CancerNSight™ is designed to help clients improve their focus, which saves time and investment in establishing a viable commercial position for an oncology product in development or under consideration as an acquisition.

Initially available for Non-Small Cell Lung Cancer, the CancerNSight™ analyses and market simulator were developed through advanced methodological processes, capturing the perceptions and insights of key oncology opinion leaders (KOLs) and community treaters to help evaluate new products and regimens, especially the respective clinical attributes that drive and influence clinical decision-making.

The CancerNSight™ series initially will have a U.S. focus. It is a valuable complement to other MattsonJack knowledgeware tools such as CancerMPact®, Oncology Marketing Strategies™, Supportive Care Perspectives™, and MattsonJack's Future Focus™ series of Myelodysplastic Syndrome (MDS) and Gastrointestinal Stromal Tumor (GIST).

Additional information is available on MattsonJack's website at <http://www.mattsonjack.com/CancerNSight.asp>. To arrange a personal demonstration of CancerNSight™, e-mail [info@mattsonjack.com](mailto:info@mattsonjack.com), or telephone Deborah Hammonds at +314.529.3064.

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# NEWS RELEASE



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## Editors Notes:

ABOUT THE MATTSON JACK GROUP, INC. ([WWW.MATTSONJACK.COM](http://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'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.

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 is part of Kantar Group, the Information and Consultancy division of WPP, a \$10+ billion global communications services firm. For more information, contact Geoffrey Arbuckle, Ph.D., Senior Director of Marketing, MattsonJack Public Relations at [geoffrey.arbuckle@mattsonjack.com](mailto:geoffrey.arbuckle@mattsonjack.com) or by phone in the U.S. (+314.529-3034).

ABOUT KANTAR GROUP ([WWW.KANTARGROUP.COM](http://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, MattsonJack Group, Millward Brown, Research International, RMS and Ziment Group. The group operates in more than 160 offices across 60 markets worldwide.

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