

MATTSONJACK

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FOR IMMEDIATE RELEASE

JOSEPH S. DILLON EARNS CERTIFIED LICENSING PROFESSIONAL™ DESIGNATION

ST. LOUIS, MISSOURI – August 13, 2008. Joseph S. Dillon, Senior Vice President and Head of Corporate Development Services and Valuations for [The Mattson Jack Group, Inc.](#) (MattsonJack), has earned the Certified Licensing Professional™ (CLP) credential from the Licensing Executives Society (USA and Canada), Inc. (LES). He joins a growing group of intellectual property (IP) professionals who have demonstrated they are dedicated to higher standards of practice in the licensing industry.

The CLP™ designation distinguishes licensing professionals who have demonstrated their experience and proficiency in licensing and the commercialization of IP. It is built on internationally applicable standards of practice, knowledge, and ethics to differentiate licensing professionals who have taken the steps necessary to become certified.

Mr. Dillon, who joined MattsonJack in 2002, is a seasoned pharmaceutical executive with over 20 years of experience. He has extensive experience in global pharmaceutical business planning and analysis, corporate finance, M&A, licensing, and technology valuations. Prior to joining MattsonJack, he was CFO and interim CEO, President, and Director of The Pharmaceutical Development Center, a pharmaceutical developer and manufacturer. Previous positions include President of Dillon Technologies, Inc., a pharmaceutical consulting firm; CFO and Treasurer of Oread Inc., a contract pharmaceutical developer and manufacturer; and corporate positions with predecessor companies of Sanofi-Aventis. Mr. Dillon is a veteran speaker at BIO, LES, WBR, EBD, and other prominent industry organization events. Mr. Dillon holds an M.B.A. and a B.B.A. in Finance.

The CLP™ certification was created as an initiative of LES to recognize licensing professionals who are committed to professional development and the attainment of the skills and knowledge necessary to perform their jobs at the highest level of quality. LES has established itself as the leader in the licensing field and is steadfastly dedicated to the professional development of its constituents (members and otherwise).

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).

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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, insight, and consultancy division of WPP, a world leader in marketing communications services.

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.