



**EXPANSION OF MARKET RESEARCH FOR THE MATTSON JACK GROUP  
ERIC G. JOHN NAMED VICE PRESIDENT, MARKETING RESEARCH**

**SAINT LOUIS, MO November 15, 2005.** Bill Bagwell, Vice President of Marketing Research for The Mattson Jack Group, Inc. (MJG), a WPP company, is pleased to announce the addition of Mr. Eric G. John, Vice President, and Ms. Bernadete M.B. Piassa, Senior Project Director to the Marketing Research team of MJG.

Mr. John and Ms. Piassa are based in MJG's Philadelphia office, further expanding the company's marketing research capabilities. These changes demonstrate MJG's commitment to better serve the needs of its clients by enhancing its growth strategy capabilities, which include marketing research, product and market forecasting, epidemiology, strategic planning, and licensing support.

Mr. Bagwell said, "Eric John brings years of experience to Mattson Jack's Marketing Research group, having directed significant marketing research engagements for both pharmaceutical inline products and for other consultancies. He is an outstanding addition to MJG's Advanced Methods team. Working with William Serad, Chief Methodologist, we're looking forward to creating a number of unique products over the next year. We are excited that Eric has joined us as we continue expanding our service offerings with more complex customer segmentation, product positioning, and choice-based modeling."

Prior to joining MJG as Vice President, Mr. John was Associate Director for Virology Market Research at Bristol-Myers Squibb, directing both primary and secondary analysis for both inline and product launch responsibilities. Additionally, Mr. John had been Associate Vice President for Market Research for another consultancy. Other corporate experience includes several years as Director of Planning and Market Research for Novo Nordisk Pharmaceuticals, where he was responsible for research on their diabetes product portfolio, and as Research Manager-Strategic Studies for Scott-Levin Associates.

Mr. John has therapeutic area expertise in endocrinology as well as other disease areas, such as CNS disorders, infectious disease, respiratory, and cardiovascular disorders, and in managed care. He is also highly experienced in strategic planning, developing return on investment for pharmaceutical promotional campaigns, and pricing and reimbursement issues. Mr. John is a well-known speaker on pharmaceutical forecasting and brand management. He earned an undergraduate degree in Economics from the University of Scranton and an M.S. in Business Administration with honors from Temple University; he was elected into the Beta Sigma Gamma honor society for AACSB.

As Senior Project Director, Ms. Piassa will report to Mr. John. Prior to joining MJG, Ms. Piassa directed senior research engagements for nine years for another consultancy, including all aspects of pharmaceutical marketing research, supervising call centers, and directing client contact, as well as managing Web-based surveys, focus groups, and telephone and face-to-face interviews. Ms. Piassa is an award-winning writer in both the U.S. and Brazil. Her special combination of marketing and international experience brings a unique perspective to complex market research engagements regarding cultural issues. She earned a B.A. in Journalism from Casper Libero University in Sao Paulo.

Jerry Fields, Executive Vice President for MJG, commented, "The Mattson Jack Group has a proven track record of combining the talent and tools necessary to help solve complex business issues. Our clients will benefit from Eric's and Bernadete's experience and insight. These new staff members enable us to provide even higher levels of service, and we are delighted that they have chosen to join MJG."

Eric John and Bernadete Piassa can be reached through The Mattson Jack Group's Philadelphia office at 300 West State Street, Suite 304, Media, Pennsylvania 19063 USA; Tel: + 610-566-0700 and Fax: +610-566-2435.

**ABOUT THE MATTSON JACK GROUP, INC.** ([www.mattsonjack.com](http://www.mattsonjack.com)) : Formed in 1986, MJG focuses in these areas of core competency: Business Analytics, Brand Optimization, and Corporate Development Services in the pharmaceutical and biotech markets. In addition, MJG's specialized operating group, DaVinci Oncology Specialists, delivers fresh perspectives and quantitative and qualitative insights into the complex healthcare market for oncology as the cancer center of excellence for The Mattson Jack Group. MJG's ongoing mission is to "Accelerate Client Growth through advanced analysis, planning, decision support, and implementation." MJG 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. MJG's client list includes some of the most recognized pharmaceutical and biotech companies in the world, including Amgen, AstraZeneca, Bristol-Myers Squibb, Genentech, GlaxoSmithKline, Johnson & Johnson Companies, Lilly, Merck, Novartis, Pfizer, Roche, Sanofi-Aventis, Schering, and Wyeth.

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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.

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