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**THE MATTSON JACK GROUP APPOINTS
SYLVIA LIFSCHITZ, PH.D., AS VICE PRESIDENT, MARKETING RESEARCH**

SAINT LOUIS, MO, July 18, 2006. William R. Bagwell, Senior Vice President of Marketing Research for The Mattson Jack Group, Inc., announced the appointment of Sylvia Lifschitz, Ph.D., as Vice President, Marketing Research. Dr. Lifschitz is based in Mattson Jack's Philadelphia office, coordinating staff across the company's global organization. The appointment of Dr. Lifschitz demonstrates Mattson Jack'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, "Dr. Lifschitz brings more than 20 years of exceptional marketing research experience to Mattson Jack's marketing research practice specialty, having directed teams of analysts, recruiters, and interviewers in several corporate positions. She has the experience, talent, and drive to help Mattson Jack contend with our explosive growth in marketing research services."

Prior to joining Mattson Jack, Dr. Lifschitz worked for TVG, Inc., where she held roles of increasing responsibility and, most recently, was Vice President in Market Research, directing large quantitative research engagements. Dr. Lifschitz has a comprehensive background in managing complex multivariate projects, including tradeoff studies for numerous pharmaceutical products pre-launch, perceptual mapping studies, and other advanced quantitative techniques. Prior to her work at TVG, Dr. Lifschitz was a senior product manager at IMS Health. Dr. Lifschitz earned her Ph.D. in Psychology from the State University of New York at Stony Brook (SUNY) and subsequently completed an NIMH Post-Doctoral Research Fellowship.

Jerry Fields, Executive Vice President, commented, "Mattson Jack has a great team in our Marketing Research practice specialty, and we're looking forward to expanding our innovative product offerings to provide our clients with the business-critical information they require. We are excited that Sylvia has joined to further augment that service offering."

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Editors Notes:

About The Mattson Jack Group, Inc. (www.mattsonjack.com)

Formed in 1986, Mattson Jack focuses its talent in three areas of Core Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. Its ongoing mission is to "Accelerate Client Growth through advanced analysis, planning, decision support, and implementation." Mattson Jack 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. The high-value non-cancer Mattson Jack products include Epi Database® and Forecast Architect®. Mattson Jack's client list includes 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 and Sanofi-Aventis.

DaVinci Oncology Specialists is the cancer center of excellence within Mattson Jack and was formed after the acquisition of DaVinci Healthcare Partners LLC in 2004. The combination of the DaVinci and Mattson Jack cancer specialists resulted in the formation of the world's largest cancer-focused consultancy. In addition to Cancer!MPact™, DaVinci also offers Oncology Marketing Strategies™, a unique cancer-focused report detailing the changes in the reimbursement systems for the U.S. and Europe and providing key implications and recommendations for brand teams regarding customers, channels, policy, pricing, and reimbursement issues. Other DaVinci reports include Supportive Care Perspectives™, Future Focus™ Myelodysplastic Syndromes (MDS), and Future Focus™ Gastrointestinal Stromal Tumor (GIST).

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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, AMRB, 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, Mattson Jack Group, Millward Brown, Research International, RMS and Ziment Group. The group operates in 160 offices across 60 markets worldwide.

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