



NEWS RELEASE

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BYE, BYE BALLPOINTS, BAGS, AND BOARD GAMES: TRADESHOW GIVEAWAY GIVES BACK

EL SEGUNDO, Calif. - (August 21, 2007) – Healthcare Communications Group (HCG), a leader in pharmaceutical clinical trial patient recruitment, contributed almost \$14,000 to 16 medical research organizations at the recent Drug Information Association (DIA) annual conference in Atlanta through the new HCG Ribbons for Research charitable program.

In lieu of furnishing conference attendees with giveaway items such as pens, notepads and stress relievers, HCG made a charitable contribution to various health research organizations in the name of each attendee who stopped by the HCG booth.

“We wanted to do something unique that would ultimately make a difference in the lives of the patients we support every day,” said Linda Kilpatrick, co-founder and vice president of production at HCG. “We used to spend thousands of dollars for medical meeting giveaways that were often discarded. We decided that our money would be better spent paying tribute to organizations and individuals who are on the frontlines fighting crippling and deadly diseases. We hope this program inspires other exhibitors to take innovative approaches at these industry meetings.”

Attendees also received awareness ribbons and posted personal messages on a tribute board at HCG’s booth. Survivors, loved ones, those living with a disease, and well-wishers left inspirational messages of encouragement and strength.

HCG's Charitable Cause at DIA

Page 2 of 3

“Staying strong as a survivor! You're our inspiration Mom!” read one tribute. Another read, “Granddad, still think of you everyday...your smile keeps me going!”

“The HCG Ribbons for Research program is a unique way for an exhibitor to approach tradeshow giveaways,” said Cynthia L. Kirk, president of DIA. “We applaud HCG's efforts to bring awareness and funding to causes that support clinical research opportunities.”

HCG donated a total of **\$13,690** and provided thousands of awareness ribbons to conference attendees.

Charitable Contribution List

- AIDS Research Alliance
- Alzheimer's Association
- American Cancer Society
- American Diabetes Association
- American Heart Association
- Bone Cancer Research Foundation
- CureSearch National Childhood Cancer Foundation
- Endometriosis Research Center
- National Association of Mental Illness
- National Fibromyalgia Association,
- National Multiple Sclerosis Society
- Pancreatic Cancer Action Network
- Prostate Cancer Foundation
- Susan G. Komen for the Cure
- The Leukemia & Lymphoma Society
- The Ovarian Cancer Research Fund

“We are pleased to be selected as a recipient of the Ribbons for Research program,” said Julie Fleshman, president and CEO of the Pancreatic Cancer Action Network. “The need for financial resources to fight such deadly diseases as pancreatic cancer is tremendous. We hope that this type of corporate philanthropy at trade shows will become a trend in the industry.”

For more information about HCG Ribbons for Research, visit www.ribbonsforresearch.com.

HCG's Charitable Cause at DIA

Page 3 of 3

About HCG

Healthcare Communications Group is a fully integrated clinical consulting and advertising firm solely dedicated to improving clinical trials outcomes. Since 1998, Healthcare Communications Group has partnered with major pharmaceutical companies for strategic recruitment and retention of patients to participate in clinical development programs for potentially new life-saving medicines and medical devices. Healthcare Communications Group focuses 100 percent of its efforts on patient enrollment and compliance and is a proven leader in the subject recruitment field, having developed complex and successful feasibility analysis processes that drive their clients to timely clinical trial completion. Healthcare Communications Group's recruitment expertise spans the full range of clinical therapeutic areas. Its highly unique approach helps pharmaceutical sponsors comprehensively understand timeline drivers of clinical trial completion. For more information about Healthcare Communications Group, please visit www.hcg.com.

About DIA

The DIA serves more than 18,000 professionals in the biotechnology, pharmaceutical and regulatory industries worldwide. Through its domestic and international meetings, training courses, workshops and webinars, DIA provides a neutral global forum for the exchange of information critical to the advancement of the drug discovery and lifecycle management processes. Headquartered in Horsham, Pa., USA, and with offices in Basel, Switzerland and Tokyo, Japan, the Association is led by its volunteer-based board of directors and executive management team. For more information, visit www.diahome.org.

About the Pancreatic Cancer Action Network (PanCAN)

The Pancreatic Cancer Action Network, Inc. (PanCAN), established in 1999, is the first national patient advocacy organization for the pancreatic cancer community. PanCAN works to focus national attention on the need to find a cure for pancreatic cancer. We provide public and professional education embracing the urgent need for more research, effective treatments, prevention programs and early detection methods. PanCAN also funds research grants for pancreatic cancer, as well as providing patient services. Volunteers across the country help us to accomplish our goals.

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