



Pharmaceutical and Life Sciences industries welcome the launch of PHYVE™, a full-service, end-to-end alliance of best-in-class brand development agencies anchored by Saatchi & Saatchi Healthcare Communications.

San Francisco, CA – February 2nd, 2007 – Saatchi & Saatchi Healthcare Communications, Zenmark®, Med-E.R.R.S.® and JMF Research today announced the formation of PHYVE™, “the Class 5 Consortium” – whose name refers to International Class 005, the global trademark category for pharmaceuticals. PHYVE™ represents the new strategic alignment of a group of leading agencies offering a flexible and customizable new choice in brand identity development services for global healthcare and pharmaceutical companies.

The natural fit and sensible appeal of the PHYVE™ alliance resonate powerfully within the pharmaceutical and healthcare industries. As Hugh Griffith, Chief Operating Officer of Bioenvision relates; “Having had success working with these agencies while branding our product Evoltra (clofarabine), we’re excited that they are leveraging that experience to establish an integrated brand development offering. It makes perfect sense.”

Historically, healthcare marketing and trademark professionals have faced the choice of either: (1) retaining a single agency to handle multiple aspects of the brand identity creation and development processes; or (2) hiring multiple agencies that each specialize in separate branding components. The member agencies of PHYVE™ have come together to offer a third alternative: securing best-of-class agency attention for each facet of the trademark creation and evaluation process – while still enjoying the convenience of transparently linked and coordinated processes.

The founding PHYVE™ members and their respective specializations are:

- Saatchi & Saatchi Healthcare Communications (New York, NY) - Brand Navigation
- Zenmark® (San Francisco, CA) – Name Creation
- Med-E.R.R.S.® (Huntingdon Valley, PA) – Safety Testing
- JMF Research (Chicago, IL) – Market Research

PHYVE™ is comprised of leading pharmaceutical and healthcare-focused agencies that have recently worked together in various configurations on successful trademark and brand development initiatives. The founding PHYVE™ members aim to provide greater value and efficiency to clients by consolidating brand development expertise into an integrated palette of customizable offerings. For more information on PHYVE™, visit: www.phyve.com or please reach Doug Powell, Director of Business Development, PHYVE™ at 415-434-4800 ext 101 or doug@phyve.com



About Saatchi & Saatchi Healthcare Communications (SSHC)

SSHC, a member of Publicis Healthcare Communications Group, consists of three separate agencies providing integrated and holistic solutions to its accounts. Saatchi & Saatchi Consumer Healthcare specializes in direct-to-consumer, interactive communications and consumer marketing. Saatchi & Saatchi Healthcare Innovations, a mid-size agency, delivers groundbreaking ideas and creative client solutions. Saatchi & Saatchi Healthcare Advertising, the largest of the three groups, offers diversified expertise and services and specializes in strategic brand marketing and advertising. Web site: www.saatchihealthcare.com

About Zenmark®

Zenmark® is the industry's first Verbal Design Agency, a leading naming and branding firm based in San Francisco, CA. Since opening its doors in 1999, Zenmark® has provided premium corporate identities, product/service names, and taglines/slogans in a wide range of markets including; pharmaceuticals and life sciences; information technology; consumer electronics; security; travel services, and consumer packaged goods. Recent Healthcare clients include Eli Lilly, AstraZeneca, Novartis, Pfizer and GlaxoSmithKline. For further information please call 415-434-4800 or Web site: www.zenmark.com email: zinfo@zenmark.com

About Med-E.R.R.S., Inc.®

Med-E.R.R.S.® is a wholly-owned, for-profit subsidiary of the Institute for Safe Medication Practices (ISMP). Established in 1997, Med-E.R.R.S.® combines the longstanding expertise of ISMP in the area of medication safety with a strong desire to reduce the risk of medication errors before they reach the market. Med-E.R.R.S.® helps pharmaceutical and other healthcare companies determine the likelihood that a proposed product, trademark, package label, package design, or technology system would be vulnerable to user error. Med-E.R.R.S.® has worked with over 100 pharmaceutical and healthcare companies, and has combined experience over 25 years in medication safety. Contact info@med-errs.com or go to: www.med-errs.com for more information.

About JMF Research

JMF Research provides clients with a full range of services including proposal development, research design, field supervision, analysis, in depth report writing, and client presentation. An array of qualitative and quantitative methods are employed to best meet our client's research needs including: surveys, in-depth interviews, dyads, triads, focus groups, ethnographic research and ideation/concept clinics. Our research provides market driven deliverables that are used to improve decision making, guide subsequent research, and assist in the management of existing and new business development. Web site: www.jmfresearch.com