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Grey Healthcare Group Hires Two Top Executives: Laura Fusco, EVP, Director of Client Services, and Brendan Ward, EVP, Executive Creative Director

Working Together to Drive a Strategic and Creative Powerhouse

New York, NY (August 20, 2007) — In recognition of its growth and commitment to client service, Grey Healthcare Group (GHG) announced two key executive hires: Laura Fusco, who joins the company as Executive Vice President, Director of Client Services, and Brendan Ward, who joins GHG as Executive Vice President, Executive Creative Director.

Ms. Fusco and Mr. Ward were chosen for their strong scientific and creative backgrounds, proven track records, and commitment to GHG's vision of closely aligning creative and strategic teams. They also bring the skills necessary to strategically integrate online and offline marketing programs worldwide — a hallmark of GHG's business philosophy.

"Laura and Brendan bring vitality and fresh thinking to everything they do," says Lynn O'Connor Vos, CEO, GHG,. "They intimately understand pharmaceutical marketing and have the smarts to bring insight-based brand messages to life. Laura and Brendan are also strong managers who can execute local or worldwide programs while focusing on excellent client service."

Laura Fusco — Strategic and Creative Expert

As EVP, Director of Client Services, Laura Fusco will help manage GHG new business initiatives, as well as develop systems to improve client responsiveness globally across all accounts and companies. She will oversee and integrate online and offline capabilities, strengthen GHG's medical and strategic services, and help drive the oncology and specialty businesses. Ms. Fusco will also actively partner with WPP and GHG healthcare companies around the world.

Ms. Fusco is known for building strong client relationships and winning new and organic business. She has a deep background not only in account and client services, but in creative development. It is a powerful combination and one perfectly suited to GHG's vision of fully integrating its creative and account teams.

Prior to joining GHG, Ms. Fusco spent more than 10 years at Omnicom in progressively senior positions, most currently as Managing Partner, Director of Client Services at DDB Rx. Before that she was Senior Vice President, Managing Director at Company X, and previously at Omnicom as Vice President, Group Creative Supervisor. In each role, she demonstrated business leadership and strategic marketing abilities across a broad range of therapeutic categories, spanning the marketing and creative sides of the business.

Brendan Ward — Insight-Driven Leader

Brendan Ward, Executive Creative Director, creates multichannel marketing programs that educate and engage viewers, and help drive product sales. He has more than 20 years of creative and managerial experience that enables him to quickly understand clients' needs and to incorporate sophisticated messaging and ideas into clear, compelling advertising. As ECD, he will be a key member of US and international business activities, and manage the US creative department, setting policy and priorities.

Mr. Ward will also draw on his consumer and professional expertise to drive GHG's global new business efforts forward. In partnership with Ms. Fusco, Mr. Ward will use key consumer insights to create campaigns that attract attention, build sales, and result in new and organic business growth for GHG.

Previously at GHG, Mr. Ward led the US and worldwide campaigns for major products such as Exubera, Lexapro, and Boehringer Ingelheim's HIV franchise, Viramune and Aptivus. Prior to that, he was VP, Creative Supervisor at Lowe, where he developed print and television campaigns for Lamisil and Dell Computers, as well as many numerous additional national programs.

Together, Ms. Fusco and Mr. Ward will take the agency — already respected for its creative product — to another level of strategic insight, effectiveness, and market impact.

Headquartered in New York, Grey Healthcare Group, a WPP company, is a global communications network with 43 companies in 22 countries. It creates an extensive array of integrated marketing services in support of brand acceleration and sales that include branding, advertising and e-marketing, CME, online and off-line medical education, DTC/DTP communications, managed markets, search optimization, medical illustration, and contract sales and sales training.