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## Press Release

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### Act One Marketing and Healogix Form Partnership to Serve Biotech Companies

Firms unite to bring Healogix' unique methodologies to West Coast biotech firms

San Francisco, CA, June 1, 2007 - Act One Marketing and Healogix, LLC have joined forces to bring Healogix' proprietary methodologies and primary market research driven techniques to development stage biopharma companies. The Healogix' products were designed specifically to maximize future commercial value from development stage drugs.

"The Healogix services are a cost effective way for biotech companies to use some of the same approaches employed by their pharma partners to enhance the commercial prospects and valuation of novel compounds," said Kathryn Bowsher, the head of Act One Marketing. "We are excited about the new level of insight that we will be able to offer our clients."

Act One Marketing, based in San Francisco, has more than 15 years of expertise in the biopharma and medical device sectors, serving such clients as Acologix, Corus Pharma, PhotoThera, and Perlegen. Principal services included New Product Opportunity Assessment, Commercialization Strategies for development stage products, and Corporate/Clinical Business Planning.

Healogix, headquartered in Willow Grove PA, helps drug companies bring a customer centric commercial perspective to the new product development and licensing processes. Healogix developed the industry's most advanced process and technology for identifying and shaping commercial success for early stage drugs prior to clinical trials. The process leverages unique industry expertise and proprietary data analysis/modeling technology to define the key drivers of commercial value (integrating patient, prescriber and payer as well as regulatory perspectives).

"We are very pleased that Kathryn is excited about the application of our research driven approach to product value creation for development stage biopharma companies," said Healogix CEO Harris Kaplan. "We are convinced that this partnership will prove beneficial not only to Healogix and ActOne Marketing, but to the biotech clients that we will be serving together."

#### About Act One Marketing

Act One Marketing provides strategic and product marketing services for life science companies and investors. Its focus is on the marketing and business components of the product development process. Kathryn Bowsher, the Principal, has 20 years experience bringing new products to market, including 7 launches. Services include Market Assessments, Market Research, Product Definition, Due Diligence Support, Commercialization Planning and Expert Witness Services. [www.actonemarketing.com](http://www.actonemarketing.com)

#### About Healogix

Healogix helps life science companies bring a customer-centric commercial perspective to the new product development and licensing processes. Healogix' proprietary methods and technology integrate qualitative and quantitative insights to identify the treatment benefits that drive physician, payer and patient behavior. Clients include Abbot, AstraZeneca, Forest, Genentech, J&J, and Pfizer. [www.healogix.com](http://www.healogix.com)

#### The BioCenter Connection

Kathryn Bowsher, head of Act One Marketing, has served as a BioCenter Mentor since the beginning. In that role, she helps the BioCenter team in its mission to accelerate growth and funding, develop managers and build strong companies by providing BioCenter companies with pro-bono guidance, counseling, contacts, and suggestions. The heads of Act One Marketing and Healogix met when they were both serving as faculty for the BioExec Institute which has close ties to the BioCenter.

#### For more information:

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