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COMPASS HEALTHCARE COMMUNICATIONS ADDS STAFF TO ACCOMMODATE BUSINESS GROWTH

Princeton, N.J., July 12, 2007 – Compass Healthcare Communications, a leading independent, full-service online marketing agency known for award-winning work, has enlarged its talent pool by adding five new staff members and expanding the responsibilities of a sixth.

“With our roster of healthcare clients growing, we’re delighted to bring on board new employees who collectively have more than 35 years of online marketing experience in the healthcare industry,” said Peter H. Nalen, president and CEO of Compass Healthcare Communications. “Their broad knowledge of marketing – and pharmaceutical marketing in particular – will further strengthen our team and guarantee we continue to deliver cutting-edge, effective services to our clients. The administrative side of our business has grown as well and we have put strong employees in place to handle that area.”

The new client services team members are:

- Rob Renjilian, account director, has more than 17 years of pharmaceutical industry experience including five years of online pharmaceutical marketing. Prior to Compass, he worked at Integrated Communications Corporation where he managed the Sanofi Pasteur account, including the ecommerce site, VaccineShoppe.com.
- Justin Mathews, account supervisor, brings more than 10 years of online pharmaceutical marketing experience to Compass. Prior to joining Compass, he was with the online marketing agency Refinery where he managed the Merck Pharmaceuticals account
- Christine Robbins, account executive, has a background in pharmaceutical marketing. Earlier in her career, she worked in the women’s health category at the advertising agency Pace and on the HIV team at the ad and marketing agency Palio Communications. She worked with brand teams at Barr Pharmaceuticals and GSK.

- Jeff Friedman, director of project management, has more than 20 years of marketing and promotions experience and spent seven years focused on online marketing within the OTC pharmaceutical industry. Before joining Compass, he served as manager of online marketing for Pfizer Consumer Healthcare.

In addition, there have been staff changes in internal company operations:

- Andrea Asadourian, marketing coordinator, previously held marketing positions with PDI Inc., Hahnemühle FineArt USA, UbiquiTel and Apple American Group.
- Stephanie Maier, who joined Compass in 2003, has been promoted to senior internal operations manager from her position as office manager.

Compass Healthcare Communications was recognized in the 2007 Internet Advertising Competition and won an award for the “Best Biotechnology Integrated Ad Campaign.” In 2006, Compass received a Webby Award presented by the International Academy of Digital Arts and Sciences. Work by Compass Healthcare for clients also was honored last year by the Web Marketing Association and the eHealthcare Leadership Awards competition.

About Compass Healthcare Communications

Compass Healthcare Communications is a leading independent, full-service online marketing agency exclusively supporting brands in the healthcare industry. Compass maximizes the marketing power of the Internet by designing, developing and measuring integrated online marketing programs that engage, educate and motivate each audience segment – patients, caregivers and healthcare professionals. www.compasshc.com.

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