



Compass Redesigns Web Site for King Pharmaceutical's Insomnia Medication Sonata

PRINCETON, N.J., June 14, 2005 – Compass Healthcare Communications, has redesigned and launched www.Sonata.com, a new Web site for King Pharmaceuticals' Sonata® (zaleplon), a nonbenzodiazepine hypnotic medication for the short-term treatment of insomnia.

"We are excited about our new online look and feel," said Rich Pascoe, Sr. Vice-President, Neuroscience Marketing at King. "Given the competitive nature of the insomnia market, we believe this program meets the specific needs of our patients and healthcare providers. Compass was able to capture our brand differentiation and, as a result, I am confident that we are rolling out a dynamic site that meets the needs of our target audiences and ensures a quality online presence."

"We utilize a dynamic medium to reach both physician and consumer audiences who increasingly turn to the Internet to learn more about branded pharmaceuticals," said Peter Nalen, president of Compass. "The redesigned Web site is intended to educate and inform physicians about the positive benefits of the medication, motivate patients to discuss Sonata with their healthcare professionals and encourage patient compliance," according to Nalen.

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Based in Princeton, N.J., Compass Healthcare Communications (www.compasshc.com) is an online marketing agency serving the pharmaceutical, biopharmaceutical and medical device industries exclusively. The Compass team helps healthcare clients achieve their marketing goals through effective use of the Internet.

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