



**Compass Healthcare Communications Honored
by Web Marketing Association
Four Sites Recognized with Annual Awards**

PRINCETON, N.J., Oct. 10, 2006 – Compass Healthcare Communications, an online marketing agency, today announced it has received awards from the Web Marketing Association recognizing the excellence and effectiveness of four individual sites Compass created for clients. The award-winning sites, followed by the categories in which they were honored, were:

- PROLEUKIN® (aldesleukin) www.proleukin.com – Biotechnology Standard of Excellence, Technology Standard of Excellence. The site provides information about the injection therapy and the diseases it treats, renal cell carcinoma (metastatic kidney cancer) and metastatic melanoma (a type of skin cancer) for patients and healthcare professionals. (Client: Chiron Corporation)
- UnderstandBPH www.understandbph.com - Medical Standard of Excellence. The site is an educational resource about enlarged prostate, or benign prostatic hyperplasia (BPH). (Client: Boston Scientific Corporation)
- Zegerid® (omeprazole/sodium bicarbonate) www.zegerid.com – Pharmaceutical Standard of Excellence. The site supports trial and usage among consumers, and education and product adoption with healthcare professionals. (Client: Santarus, Inc.)
- Lescol® XL (fluvastatin sodium) www.lescolxl.com – Pharmaceutical Standard of Excellence. The site presents information about the importance of maintaining appropriate blood cholesterol levels and provides background on the medication designed to be used with a low-fat diet to lower bad cholesterol and raise good cholesterol. (Client: Novartis Pharmaceuticals Corporation)

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“As marketers, we at Compass know the Internet is an indispensable tool for our clients as they work to meet the needs of patients, caregivers and healthcare professionals,” said Peter H. Nalen, president and CEO of Compass Healthcare Communications. “We are happy to share with our clients the honor of these awards from the Web Marketing Association.”

The Web Marketing Association, founded in 1997, seeks to improve the quality of online advertising, internet marketing and website promotion. While setting the standard for site development, the association’s annual competition names the best Web sites in 96 industries.

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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