



## **Santarus Joins the Compass Healthcare Communications Client Roster**

PRINCETON, N.J., March. 22, 2006 – Santarus Inc., a specialty pharmaceutical company focused on products to treat gastrointestinal diseases and disorders, has signed with Compass Healthcare Communications for online marketing services. Compass will support Zegerid® (omeprazole/sodium bicarbonate), the first and only immediate release oral proton pump inhibitor, providing rapid release of the active ingredients and continued 24-hour acid control.

In working with San Diego, Calif.-based Santarus, Compass will focus on a re-launch of Zegerid.com with accompanying traffic generating and patient acquisition programs, including Search Engine Optimization, Search Engine Marketing and eMail.

“We are very excited to have Compass join our marketing team,” said Angela Kabbes, executive director of marketing for Santarus. “We look to our agency partners to provide strategic marketing as well as tactical expertise, and Compass certainly fits that bill.”

Compass, which is based in Princeton, N.J., is the first online marketing agency to work with the brand. Compass Healthcare Communications, [www.compasshc.com](http://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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