



## **Valeant Pharmaceuticals International Joins the Compass Health Communications Client Roster**

PRINCETON, N.J., April 29, 2005 – Compass Healthcare Communications has expanded its relationship with Valeant Pharmaceuticals, a global, publicly traded, research-based specialty pharmaceutical company. Compass has been named Internet Agency of Record (iAOR) for two neurology products – Diastat® (diazepam rectal gel) and Migranal® (dihydroergotomine mesylate) Injection – that Valeant acquired with its purchase of Xcel Pharmaceuticals.

For Diastat, the only FDA-approved at-home emergency epilepsy seizure treatment, Compass will initially focus on relaunching the Diastat.com website. For Migranal, a nasal inhaled migraine medication, Compass's assignment will include a site redesign and other programs to sales and marketing efforts that leverage the product's new injection delivery system.

Compass is already the iAOR for two other Valent neurology products, Tasmar® (tolcapone) and Zelapar® (selegiline).

“We are excited to be working with Compass,” commented Stephen Jenner Director, Neuro/Derm Rx Marketing. “Their online marketing contributions to date on Zelapar and Tasmar, along with their high level of service and response, will be a great addition to the Migranal and Diastat teams.”

Based in Princeton, N.J, 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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