

**FOR IMMEDIATE RELEASE**

**Pharmaceutical Services Provider InfoMedics Selects Matter Communications as Agency of Record**

*Company Expands Marketing and Communications Programs to Support Ambitious Sales and Partnership Initiatives Targeted at Pharmaceutical Brand Managers*

**Newburyport, Mass., – February 1, 2006** – Matter Communications, Inc., a full-service public relations and marketing communications agency specializing in technology and business-to-business markets, today announced that it has been selected by InfoMedics, Inc., the pioneer in patient-physician communications programs, as the company's public relations agency of record.

"Matter Communications brings the ideal mix of expertise, services, creativity and flexibility to help us achieve our marketing and business goals," said Michael Ball, vice president of marketing, InfoMedics. "As we work with our customers and partners in the pharmaceutical industry to help them improve the quality of relationships between physicians and their patients, Matter Communications will be a key element of our comprehensive marketing and communications plans as we execute on a variety of partnership, sales and business opportunities in 2006."

Using high-impact, consistent communications programs, Matter will work directly with InfoMedics executives to ensure the company's corporate and product messaging resonates with key decision makers and stakeholders in the pharmaceutical industry. Matter will execute an aggressive PR campaign, incorporating a variety of programs like trade and business media relations, announcements, speaking opportunities and industry analyst outreach.

"We work closely with all of our clients to generate creative, cost-effective public relations and marketing programs which will directly impact their businesses," said InfoMedics account lead and Matter vice president, Jesse Ciccone. "InfoMedics offers a powerful, distinctive product offering for the pharmaceutical industry and we look forward to supporting the aggressive sales and marketing initiatives the company is implementing."

With leadership experience on both sides of the client/agency relationship, Matter maintains its commitment to two guiding principles: clients for life and employees for life. Matter's PR services include company/product launches, product reviews, analyst and media relations, crisis communications and thought leadership campaigns. Creative services include collateral design and production, direct marketing campaigns, website development and corporate communications programs.

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**About InfoMedics, Inc.**

InfoMedics, Inc., headquartered in Woburn, Mass., is the only pharmaceutical services provider with a proven platform that improves the quality of the relationship between physicians and their patients; a platform designed to deliver better communications and feedback on medication satisfaction. The patient experience data delivered to physicians by InfoMedics provides specific information that benefits physicians, at the point-of-care, to optimize patient outcomes and improve compliance. InfoMedics programs facilitate the communication channel between physicians and patients around the pharmaceutical brand, enhancing product awareness and accelerating market share growth.

Founded in 1995, InfoMedics' customer base includes 14 of the world's top 15 pharmaceutical companies and multiple leading drugs by worldwide sales. InfoMedics Brand Accelerator® programs have been deployed to over 100,000 physicians and their patients. For more information, please visit [www.infomedics.com](http://www.infomedics.com).

**About Matter Communications, Inc.**

Headquartered north of Boston in Newburyport, Mass., Matter Communications works with high-technology clients across the U.S. and Europe. The agency's principals and team members have decades of service in marketing and technology public relations. Matter Communications delivers creative, results-driven public relations and marketing services that help clients generate more business. For more information, please visit [www.matternow.com](http://www.matternow.com).

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