

FOR IMMEDIATE RELEASE

Novel global marketing intelligence platform, MDOUTLOOK[®], delivers clinical oncology insight: Oncologists view personal and external sources of information as most important for news from the annual meeting of the American Society of Clinical Oncology.

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MDOUTLOOK[®] today released a report focusing on the oncologist view and usage of clinical information stemming from the annual meeting of the American Society of Clinical Oncology (ASCO*). This inaugural study, based upon responses from 408 medical oncologists and hematologists (U.S., France, Germany, Italy, Spain, UK) examines how clinicians viewed the 2008 annual meeting of ASCO (American Society of Clinical Oncology) and how it fits into today's clinical practice.

Study Highlights include:

- **Oncologists use multiple communication sources (up to ten) to learn about the developments reported at ASCO. Interpreted reports, reviews post-ASCO and personal communication with other oncologists, following the meeting, are the most frequently used methods of learning.**
- **The size and scope of a large meeting like ASCO make physicians focus on sessions committed to specific therapy areas.**
- **European oncologists in the study were almost 50% more likely to attend ASCO than American oncologists.**
- **Developments in gastrointestinal cancers and hematologic malignancies are the most likely to have significant and immediate impact in clinical practice. Respondents see progress being made in all oncology therapy areas and will be adopting this into clinical practice.**
- **Continuous education and practical feedback of current practices are important for most practicing oncologists and hematologists.**

"The launch of MDOUTLOOK[®] offers both disease treaters and life-science organizations an independent, expert-guided and multi-dimensional view of the marketplace," says Jan Heybroek, President of The Arcas Group, LLC, which powers MDOUTLOOK. "The program is initially launched in oncology, because it has characteristics as a complex, high-growth market with many treatment options, and a broad range of decision influences. This makes oncology an ideal disease area for this intelligence program. By combining different information sources (proprietary databases, exclusive clinician-reported data, public information) into one proprietary system, MDOUTLOOK delivers to its subscribers and panel members exclusive, real-time clinician-reported treatment data combined with unique perspective from prominent ThoughtLeaders."

More information about the physician participation and learning from ASCO, and the medical interests and therapy highlights can be found in the detailed report. A copy can be obtained by contacting Jan Heybroek at +1.404.496.4136.

*Note: ASCO is a registered trademark of the American Society of Oncology, which has not supported or endorsed this study. This study was independently developed and produced by MDOUTLOOK.

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About MDOUTLOOK®

MDOUTLOOK has been developed with a singular focus: improved understanding of complex disease areas by delivering comprehensive data, unique intelligence, and exclusive access to ThoughtLeader analysis, leading to better patient care.

Initially launched in oncology, MDOUTLOOK is directed by global experts for each therapy area covered. MDOUTLOOK is an independent, dynamic disease intelligence platform, delivering exclusive clinician-reported treatment data combined with unique perspective from ThoughtLeaders. Working closely with recognized experts, such as Chandra Belani, MD and Giorgio Scagliotti, MD, PhD, MDOUTLOOK delivers healthcare companies real-time treatment activity and rationale, treater profiles and ThoughtLeader analysis via its webportal: www.mdoutlook.com.

MDOUTLOOK directly collaborates with more than 25,000 oncology treaters in North America and Europe and covers all major oncology areas, such as thoracic cancer, breast cancer, gastrointestinal cancer, genitourinary cancer, hematological malignancies and melanoma. MDOUTLOOK will be launched shortly in other complex diseases, such as Parkinson's, Alzheimer, and other neurological disorders.

About The Arcas Group

The Arcas Group has an exclusive objective: improving the connectivity between medical ThoughtLeaders, clinicians and bio-pharmaceutical companies. Arcas is a fully-integrated, multinational and multi-disciplinary healthcare marketing strategy organization with proven track record of success in healthcare marketing and education.

Arcas senior management has more than 60 years of combined experience with deep and broad therapy expertise. The management team includes Jan Heybroek (President), Craig Krugman (Vice President, Strategic Development) and Robert Stephan (Director, Medical Services and Strategy). Clients include small, mid-size and large bio-pharmaceutical companies and healthcare service providers.

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