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**Who will be the next Consumer Genetics Champion—
George Church or Francis Collins? You decide.**

Voting is now open for the first-ever Consumer Genetics Conference Awards program.

Cambridge, MA – May 11, 2010 – The Consumer Genetics Conference, now in its second year, is an annual conference that provides a venue for discussion regarding the challenges and potential for personalized medicine and direct-to-consumer genetic testing.

At this year's meeting, to be held June 2–4 in Boston at the Hynes Convention Center, the winners of the first-ever Consumer Genetics Conference Awards—to be determined by popular vote—will be announced. Awards will be given in several categories, including:

- Consumer Genetics Champion—the leader who has had the most impact in building public awareness of genetics, ensuring protective policies for consumers, or launching new initiatives
- Most influential thought leader in advancing genomics to the consumer market
- Public initiative that has raised awareness about genomics the most
- DNA sequencing tool that has most moved genomics toward practical use in the clinical or consumer realm
- Most influential advocacy group in calling for genetic testing providers to adhere to standards in the best interests of patients

Nominees include a number of leaders in the field, from individuals such as Francis Collins and Sharon Terry to the groups such as Personalized Medicine Coalition and the Coriell Personalized Medicine Collaborative.

The awards program, which will be held at the Consumer Genetics Conference in June, is being sponsored by CAHG PotentiaSM. CAHG is a top-10, integrated global healthcare communications company composed of several practice areas—with Potentia focusing on accelerating the acceptance and integration of personalized medicine into clinical care.

“Potentia is the first and only marketing and communications group devoted to advancing the promise of personalized healthcare and genomic-based medicine, which is why we are so excited to be presenting the first Consumer Genetics Champion Award this year.”

—Suri Harris, EVP, CAHG

Don't miss your chance to participate! Go to www.consumergeneticsconference.com to enter your vote.

Potentia is one of 7 business units of CAHG, one of the largest healthcare communications companies in the US and a wholly owned subsidiary of Omnicom Group Inc. [NYSE: OMC] (www.omnicomgroup.com). CAHG provides brand stewardship throughout the lifecycle of a brand from compound development to patent expiry and beyond, including blockbuster global brand stewardship in the professional healthcare advertising, branding, and promotions disciplines; clinical trial patient recruitment and management; market-conditioning, promotional medical education; full-service interactive support through relationship marketing and digital/interactive communications; and technology-inspired

studio solutions. Potentia offers personalized healthcare and genomics-based medicine communication and strategies. As a member of the Diversified Agency Services (DAS) division of Omnicom Group, CAHG is part of a global network of brand-building resources with affiliates specializing in professional communications, direct-to-consumer advertising, medical education, digital media, customer relationship marketing, public relations, and a variety of specialty disciplines all around the world to more than 5,000 clients in some 100 countries.