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### **CAHG WINS 2011 MED AD NEWS VISION AWARD**

CHICAGO, April 29, 2011 — **CAHG**, a leading professional healthcare communications agency, was named the winner of the Med Ad News Vision Award at last night's 22<sup>nd</sup> Annual Manny Awards at the Sheraton New York Hotel and Towers in New York. The award is given by the Med Ad News editorial staff for the idea, concept, or initiative that best exemplifies the healthcare agency of the future.

CAHG was selected as a finalist for the award because of its significant vision and investment in the rapidly emerging area of genomics-based medicine and personalized healthcare. The agency began focusing on this area more than 3 years ago, culminating in 2010 with the fielding of its landmark adoption and segmentation study of 800 US physicians and the creation of a new practice discipline in Personalized Healthcare. The strategy and marketing communications practice is focused on accelerating the adoption of personalized healthcare into clinical practice, from wellness through disease management.

"We are honored to be the winner of the 2011 Med Ad News Vision Award and for the recognition of our leadership idea," stated Scott Cotherman, CEO of CAHG. "Personalized healthcare holds great promise for physicians and patients, as well as our industry, and we intend to help clients bring that promise into everyday clinical practice."

CAHG is one of the largest healthcare communications companies in the world and provides brand acceleration services throughout the lifecycle of a brand, from compound development to patent expiry and beyond, via seven practice disciplines: personalized healthcare strategy and marketing communications; clinical trial acceleration; market-conditioning and promotional medical education; managed markets; full-service interactive support through



relationship marketing and digital/interactive communications; technology-inspired studio solutions; and specialty and blockbuster global brand acceleration services in the professional healthcare advertising, branding, and promotions disciplines.

CAHG is a wholly-owned subsidiary of Omnicom Group Inc. (NYSE: OMC) ([www.omicomgroup.com](http://www.omicomgroup.com)), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning, digital and interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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