



Publicis Healthcare Communications Group

Press Release

FOR IMMEDIATE RELEASE

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PUBLICIS MEDICAL EDUCATION GROUP NAMES TWO MANAGING DIRECTORS

NEW YORK, April 12, 2011 – Publicis Medical Education Group (PMEG), the medical education division of Publicis Healthcare Communications Group, announced two new managing directors at their agencies:

Michael Motto has been appointed Executive Vice President, Managing Director of Maxcess Managed Markets. Joining Maxcess last year, Motto was responsible for providing clients with strategic counsel and supporting business development efforts.

Michael Smith has joined PMEG as Executive Vice President, Managing Director for Science & Medicine. Prior to joining PMEG, Smith was the Business Unit Director at Chameleon Inc., where he was responsible for creating more efficient processes and structure to support key clients, including Ortho McNeil and Bristol-Myers Squibb.

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About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe S.A., PHCG manages top-tier agencies promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With more than 3,000 employees, PHCG manages nearly 20 agency brands through 45 offices located in 11 countries. For more information, visit: www.publicishealthcare.com.