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Advanced Health Media Announces Acquisition of the Embryon Group Companies

Bridgewater, N.J. November 26, 2007 -- Advanced Health Media, LLC (AHM) has acquired the Embryon Group Companies, a privately held medical communications provider. Embryon's operating companies, Embryon Inc., Novus Communications, Inc., Genesis Healthcare, Inc., Centeon Management Group, LLC, and Pharmasource Meeting Services, LLC, provide strategic planning and medical communication services to the U.S. pharmaceutical industry.

The acquisition bolsters AHM's position as the market leader in promotional speaker bureau administration, event management and field sales logistics for the pharmaceutical industry. It also adds traditional medical education and communication capabilities to AHM's portfolio of products and services for health care marketers. The combination of these two Microsoft Certified Partner companies creates one of the largest, most resourceful and technologically innovative suppliers of marketing services in the health care industry today. The joint company will provide its customers with services that support educational initiatives and promotional tactics throughout the entire life cycle of a product as well as automation and information management systems that will enable sales and marketing organizations to operate more safely and efficiently.

"With this acquisition, we have created not only a full-service marketing services organization, but combined two of the most technologically advanced suppliers in the industry," said Kevin McMurtry, CEO of Advanced Health Media. "With AHM's addition of Embryon, we have expanded our capabilities to include a suite of products and services that will enable better customer education and product promotion, more effective and targeted communication, and a more integrated approach to customer compliance and relationship management."

With the acquisition, AHM will reorganize and establish several specialized operating divisions. The AHM Solutions division and the Centeon Solutions division will focus on speaker bureau and promotional event management. The InsiteResearch division will provide market research services and client relationship management (CRM) solutions for marketers, and the Embryon division will provide medical communications services including strategic and publication planning, medical writing and clinical content development, event management and scientific and educational communication.

Following the acquisition of the Embryon Group Companies, AHM will have more than 900 employees dedicated to providing exceptional customer service and specialized technology to its 55 pharmaceutical clients, including 16 of the top 20 pharmaceutical companies. To support its expanded client and employee population, the company will move its headquarters to Bridgewater, NJ.

About Advanced Health Media, LLC

Advanced Health Media (www.ahmdirect.com) is the leading U.S. provider of meeting logistics, commercial compliance management solutions, and sales force productivity tools for the pharmaceutical industry. AHM has developed and markets a fully-integrated suite of hosted technology solutions and sales support services designed to address the diverse operational and compliance management needs of its clients, including corporate speaker bureau and event management solutions, sales force automation technology, CRM and compliance tracking and reporting systems.

Headquartered in Bridgewater, N.J. and with offices in Union and Somerville, N.J., Philadelphia, PA., and Chesapeake, V.A., Advanced Health Media is also the parent company of Cogenix, LLC, ProMedix, LLC and Insite Research, LLC. For more information, please visit the website at www.ahmdirect.com.

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