



# News

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Maureen Miller  
Senior Account Executive  
JFK Communications, Inc.  
(609) 514-5117  
mmiller@jfkhealth.com

## **JFK Communications Adds Fujirebio Diagnostics to Client Roster**

***Healthcare PR Agency is Included for the First Time in NJ Biz News' List of 25 Largest New Jersey Public Relations Firms***

**Princeton, NJ, July 24, 2008** — JFK Communications, Inc. announced today that the firm has added a new client, Fujirebio Diagnostics Inc. of Malvern, PA.

JFK Communications will provide public relations support to Fujirebio for the launch of a novel biomarker test for ovarian cancer. Fujirebio is currently awaiting FDA clearance for their HE4+CA125 test, which is already available in Europe. The test promises greater accuracy in risk assessment for ovarian cancer.

JFK welcomes Fujirebio Diagnostics to its growing client roster, which also includes Eisai Inc., Eusa Pharma, TopoTarget and Aerocrine.

JFK Communications was named one of the top 25 public relations firms in New Jersey, according to a May 12, 2008 *NJ Biz* article. The firm, founded in 2004, is one of the youngest agencies included on the list, and has demonstrated significant year-on-year growth, diversifying its client base and establishing agency-of-record relationships with a large number of its clients.

“JFK has added staff and capabilities in 2008 that have allowed us to quickly become a leading healthcare communications company,” said John F. Kouten, chief executive officer of JFK Communications. “Our Princeton, New Jersey location gives us access to top healthcare communications talent, and our strategic focus on working with specialty pharmaceutical, biotechnology and medical technology clients has accelerated our growth.”

JFK Communications, Inc. provides innovative public relations solutions for the pharmaceutical, biotechnology and medical technology industries. For more information on JFK Communications' capabilities or career opportunities, please visit the updated JFK Web site at [www.jfkhealth.com](http://www.jfkhealth.com), or call us at (609) 514-5117.

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