



News

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JFK Communications Expands Client Roster

JFK Communications Adds Taiho Pharma USA, Addex Pharmaceuticals and MDS Pharma Services to its Diverse Healthcare Client Base

Princeton, NJ, May 28, 2009 — JFK Communications, Inc., a Princeton-based boutique healthcare public relations agency, today announces significant new additions to its already impressive client roster. In 2009 JFK has won the following healthcare PR accounts: Taiho Pharma USA, Addex Pharmaceuticals, and MDS Pharma Services.

Taiho Pharma USA is a wholly owned subsidiary of Taiho Pharmaceutical Co., Ltd. of Japan. Taiho USA is responsible for both development and commercialization of Taiho-owned and acquired products in North America, Eastern and Western Europe, South America and Africa. JFK will support Taiho Pharma USA with strategic healthcare communications around the lead compound in its emerging oncology portfolio.

Addex Pharmaceuticals discovers and develops allosteric modulators for human health. Allosteric modulators are a different kind of orally available small molecule therapeutic agent, which may offer patients better results than classical drugs. JFK Communications will help Addex with strategic media relations and medical meeting support around their lead allosteric modulator.

MDS Pharma Services is the world's premier provider of innovative drug discovery and development solutions. The company provides a full spectrum of world-class discovery, preclinical and clinical resources and expertise, strategically located around the world, to meet the needs of the global pharmaceutical and biotech industries. JFK Communications has been tapped by MDS to support clinical research communications and medical meeting communications.

“The growth of our client base demonstrates the unique value of our services to companies in the life sciences industry,” said John F. Kouten, chief executive officer of JFK Communications. “Furthermore, these new clients exploit our expertise in



pharmaceuticals, medical devices and clinical diagnostics, while adding synergies for our existing partners.”

JFK Communications, Inc. provides innovative public relations solutions for the pharmaceutical, biotechnology and medical technology industries. The company was recently named one of the top 25 public relations firms in New Jersey. For more information on JFK Communications’ capabilities or career opportunities, please visit the updated JFK Web site at www.jfkhealth.com, or call us at (609) 514-5117.

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