



ZIMENT CHANGES CORPORATE IDENTITY

New York, NY – June 4, 2008 – Ziment, a leading global healthcare marketing research and consulting company, announces a revamped corporate image, reflected in its new logo, website (www.ziment.com) and marketing materials. The change is in keeping with Ziment's dramatic growth over the past five years and recent leadership changes. Ziment is one of the five largest full-service international marketing research company exclusively devoted to healthcare.

"Our new streamlined image better reflects what Ziment has become today, after three decades in the industry – a smart, modern, highly strategic marketing research company," said Eva Laparra, recently appointed Vice President of Marketing for Ziment Group, the parent company of Ziment. Laparra and John Tapper, Ph.D., Chief Executive Officer of Ziment, spearheaded the identity change.

"Over the past five years, Ziment's relentless effort to improve pharmaceutical marketing strategy with powerful research has driven our explosive growth," explains Tapper. "Our new look captures what makes Ziment unique, such as our simple, signature approach to solving today's complex marketing challenges, our industry-changing intellectual capital and highly talented staff."

In recent years, Ziment has considerably expanded its staff, including new executive vice president and vice president appointments this year and has added offices in the U.S. and Europe. Ziment has also introduced novel intellectual capital to the healthcare industry, including its approaches to early-stage development, segmentation, positioning and message development.

About Ziment

Ziment is the strategic primary marketing research company of Ziment Group, providing customized intelligence and solutions to the healthcare and pharmaceutical industries worldwide. As a strategic partner, Ziment offers a full range of qualitative and quantitative marketing research approaches, as well as business solutions and consultation, that help

marketers reach business objectives, from compound to profit. For information, visit www.ziment.com.

About Ziment Group

Ziment Group is a leading global marketing research group of companies serving the healthcare, pharmaceutical and biotechnology industries for more than 30 years. Ziment Group is the global healthcare research brand for The Kantar Group, the Information and Consultancy Division of WPP, plc. For more information, visit www.zimentgroup.com.

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