



ZIMENT ANNOUNCES JOSH ROSSOL, Ph.D., AS NEW CHIEF METHODOLOGIST

New York, October 28, 2008 – Ziment, a leading healthcare and pharmaceutical market research consultancy announced that it has appointed Josh Rossol, Ph.D., to serve as new Chief Methodologist.

“Josh has been a great asset to the company over the years and we are thrilled to have been able to make this appointment from within the company,” said John Tapper, Chief Executive Officer. “Josh has been a key part of many of our complex client engagements, and has been involved in building our game-changing approaches—including TAGZ and Demand Calibration. We are as excited as our clients are to see what new innovations Josh will help Ziment bring to the marketplace.”

Rossol has been with Ziment since 2003, most recently as Senior Methodologist. In his new role as Chief Methodologist, Rossol will be responsible for working with clients to bring appropriate, creative multivariate techniques to bear against difficult strategic issues. He will also lead product development at Ziment, a company known for market changing innovations like Demand Calibration, TAGZ, MESSAGEZ and Benchmark Discrete Choice (more at www.ziment.com).

“I’m thrilled to be taking on this leadership role,” said Rossol. “It’s been an honor to have been part of the success that Ziment has experienced over the years. This is an exciting opportunity to create great things that build upon Ziment’s tradition of innovation.”

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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