



ZIMENT ANNOUNCES THE APPOINTMENT OF NIPA CLAYTON AS DIRECTOR OF CLIENT SERVICE

New York, NY – May 6, 2008 -- Ziment, a healthcare marketing research and consulting company, announces the appointment of Nipa S. Clayton as Director of Client Service. She will be responsible for providing strategic consultation and delivery of all aspects of the marketing research process to Ziment's clients.

Clayton has more than a decade of healthcare pharmaceutical marketing research experience. She is a recognized leader in conducting qualitative and quantitative research. Prior to joining Ziment, Clayton was Research Director at a well-respected healthcare marketing research company, where she was responsible for providing key strategic direction on compound development and in-line products for both pharmaceutical and biotechnology companies.

“Nipa brings to Ziment a rare combination of deep primary marketing research experience coupled with a truly strategic perspective on marketing. We're thrilled to welcome her to our client service team and look forward to the significant contributions that she will make to customers going forward” said Jade Cusick, Executive Vice President of Ziment.

Clayton has a Master of Science degree and Bachelor of Arts degree from Clemson University in South Carolina.

About Ziment

Ziment is the strategic primary marketing research division 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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