



Press Release

FOR IMMEDIATE RELEASE

Press contact:

Rosemary Abendroth
Global Communications Director, PHCG
Phone: +1.212.468.3438
Mobile: +1.917.650.3567
Email: rosemary.abendroth@publicishealthcare.com

Publicis Healthcare Communications Group Wins 67 Rx Club Awards

Global PHCG Agencies Honored at 25th Annual Awards Ceremony

New York, November 30, 2011--Publicis Healthcare Communications Group (PHCG), the world's leading healthcare communications network, today announced the organization has won a total of 67 awards from the 25th Annual Rx Club Awards. Publicis Life Brands Watermelon, Saatchi & Saatchi Wellness and Saatchi and Saatchi Healthcare Innovations were honored with four Silver Awards. Network agencies, including global work from India and the UK, received an additional 63 Awards of Excellence for their creative advertising efforts in the print, video, integrated and interactive categories.

"We are honored that the PHCG family has been recognized as a creative leader within the pharmaceutical advertising and communications industry," said Nick Colucci, CEO and President, PHCG. "Our global network of agencies is committed to developing creative and innovative work that put our clients in the forefront."

"The Rx Club Show has become an icon in the pharmaceutical advertising industry over the last 25 years," said Darren Kramer, EVP, Marketing and Operations of The Rx Club. "It is the premier awards show judged by industry peers and based solely on creativity. Winning an Rx Club Show award demonstrates recognition of highly creative work by industry leaders."

The Annual Rx Club Awards recognizes the creative aspects of pharmaceutical advertising and promotion. The awards provide a forum for the healthcare advertising and communications community to share ideas and showcase their creative work. PHCG was among the top tier recipients at the awards.

To view all of the PHCG agency winners, please visit the [RX Club Awards](#) website or the [Publicis Healthcare Communications Group website](#).

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About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Group, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With over 3,000 employees, PHCG manages 14 agency brands through 53 offices located in 11 countries. PHCG's global brands are Saatchi & Saatchi Health, Publicis Life Brands, Publicis Healthcare International, Publicis Touchpoint Communications, and Publicis Medical Education Group, as well as strong regional brands.

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