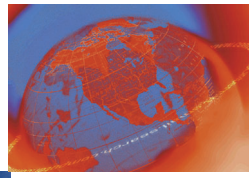

THE RIGHT

CONNECTION

BERRY
& COMPANY

57 East 11th Street
6th Floor
New York, NY 10003

BERRY & COMPANY PUBLIC RELATIONS

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Fax 212.253.8241
bberry@berrypr.com

Public relations is the art of building a connection. Whether information is delivered through the media, printed materials, presentations, web sites, videos or other channels of communication, the effort is only successful when you reach and influence an audience.

BERRY & COMPANY develops public relations strategies that connect our clients to the audiences they need to reach. For programs designed to sell a product or service, excite investors, spotlight an important social issue or communicate during a crisis, we have the right combination of skills, creativity and insight to get the job done.

THE RIGHT CONNECTION

PUBLIC RELATIONS

Issues Assessment & Message Development
Media Relations
Market Tours
Press Conferences
Interview Preparation
Crisis Communications
Special Events
Product Launches

MATERIALS DEVELOPMENT

Press Releases & Media Kits
Web Sites
Marketing & Sales Materials
Speeches
Newsletters
Brochures
Annual Reports
Bylined Articles
Advertising
Video Copy & Editing

TRAINING

Interview Techniques
Presentation Skills
Crisis Preparedness

WE START

All of our services at Berry & Company are built on certain core strengths. We take the time to understand your issues and challenges. From there, we custom design a communications plan to meet your goals, and then execute it with precision and impact. And we keep our focus on success until the job is done.

PUBLICITY AND MEDIA RELATIONS The most advantageous way for our clients to reach consumers or other audiences is often through the media. We work with reporters from local and national media outlets every day. But "who you know" in media is no longer as important as understanding how to generate substantive and widespread interest in a story. Our media efforts start with research to identify the approaches that will work best. We create press materials that are comprehensive and persuasive, and follow-up aggressively with reporters to develop interest further. The result is maximum exposure for our clients and consistent success in hundreds of efforts targeting all major media categories.

WRITTEN AND PRINTED MATERIALS

There is no getting around it - public relations cannot be successful without materials that are well written and images that attract attention and create a positive impression. From concept through execution, Berry & Company has written and designed materials that do just that for many clients. In everything from logos and stationery to brochures, newsletters, annual reports, Web sites and more, we help our clients communicate more effectively.

We are often called to help explain complex topics in medicine, science and technology. Our formula is straightforward: be concise yet comprehensive; inform and, as appropriate, entertain; and, use language that the audience will understand.

SPECIAL SERVICES

Berry & Company also regularly helps clients with a broad range of special services. Our training programs in interview and presentation techniques have helped hundreds of executives, doctors, and other professionals handle these responsibilities with greater confidence and skill.

We coordinate client involvement in meetings, tradeshows and sales events. For special events, patient education programs, CE credit programs for medical professionals and other needs, we identify opportunities for our clients to collaborate with leading patient groups, industry associations or other third parties. And we bring together outside creative and marketing services including photography, design, electronic media, brand development, consumer and marketing research and other capabilities as our clients need them.

ACTION

FOR OUR CLIENTS

AUXILIUM

Berry & Company is providing public relations support for a new testosterone replacement therapy. Services include corporate and product message development, materials development and planning for a national market introduction.

genzyme

We have worked with several divisions of this leading biotechnology company. Our efforts to promote a revolutionary new cell regeneration therapy for knee cartilage repair have resulted in more than 150 national and major-market news stories. We have also developed product launch kits and conducted national and local campaigns to raise awareness for issues related to the treatment of rare genetic diseases and thyroid cancer.

ORTHOVITA®

We coordinated media relations surrounding both the European and U.S. marketing clearances for the company's innovative synthetic bone repair product. We provide ongoing counsel and media support related to product marketing, clinical trial results and new product development.

ACTION FOR OUR CLIENTS

CYTOGEN

We provide ongoing editorial and media support for this leader in prostate cancer diagnosis and treatment, and also conduct an annual national patient awareness campaign working in conjunction with leading cancer advocacy groups. When Cytogen's AxCell Biosciences division completed the first map of signaling pathways in a human protein family, our media efforts resulted in dozens of local and national stories and firmly established the company as a leader in the developing field of proteomics.

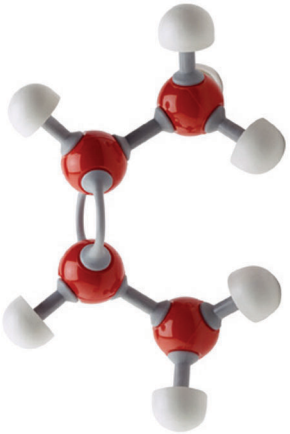
THE CORNELL INSTITUTE FOR REPRODUCTIVE MEDICINE

For the world's foremost center for reproductive medicine, we provide media relations support and also wrote, designed and produced a comprehensive package of patient materials including brochures, fact sheets and an informational video. We have coordinated a range of collaborative programs for the center with infertility patient organizations. We also provide ongoing design and editorial services for a patient newsletter, and regularly develop print advertising.

The American Infertility Association aia

In 1999, we designed the logo, stationery and marketing materials for a new national patient organization. We also provided media relations, advocacy and editorial services and support for special initiatives including the largest annual gathering of infertility patients in the U.S., and the successful effort to have infertility treatment covered by insurance in New York State.

ACTION FOR OUR CLIENTS



OVID

We conducted a marketing and media relations campaign targeting a range of industry sectors that represent important sales opportunities for Ovid, a leader in medical research capabilities. Program involves message and materials development, editorial services and development of a monthly and quarterly newsletter.

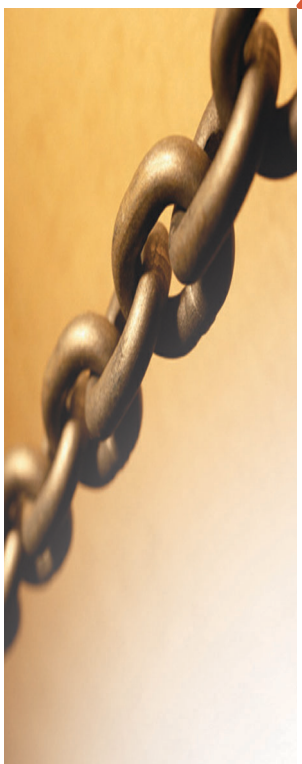
VIACORD

For ViaCell, Inc., a cellular medicine biotechnology company, and its subsidiary Viacord, the leading provider of services to collect and store umbilical cord blood, we provide ongoing support in national and local market media relations, media training and editorial services. Our efforts have used doctors and patients to help inform the public about the importance of cord blood collection and preservation.

HealthPass™

We were chosen in July 1998 by the Office of the Mayor in New York City to develop a comprehensive communications program for a new employee health insurance plan for small businesses. This program included name and identity generation, development of marketing materials (including advertising themes, brochures and press materials), product launch and ongoing media relations. Our efforts helped to earn broad media and public attention for this new health benefit option.

ACTION FOR OUR CLIENTS



SHATTUCK HAMMOND PARTNERS

For an investment bank specializing in healthcare, we have written the annual report for the past five years. The piece is also used as a promotional brochure. We also provide ongoing counsel on media relations and corporate image development.

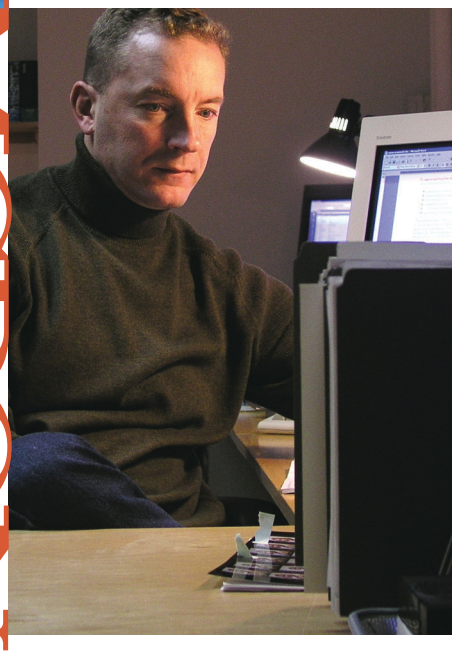
POWER *of* ATTORNEY

For a national nonprofit that promotes pro bono legal services, we developed the organization name, logo, informational materials and web site, and provide ongoing counsel in strategic planning, media relations, newsletters and other needs.

BILL BERRY

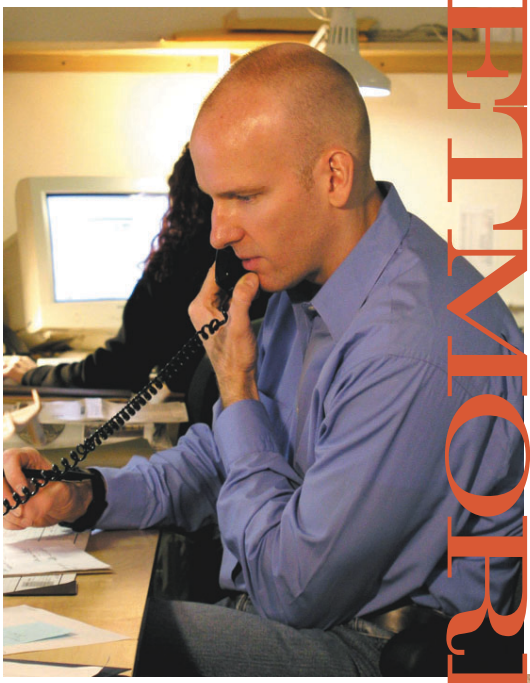
Bill Berry has worked in corporate public relations for more than 20 years, handling assignments for large and small companies in healthcare, biotechnology, pharmaceuticals, finance, technology and other areas. Prior to starting his own public relations firm in 1994, he was a vice president in the Corporate Division at Hill and Knowlton, the international public relations agency. While there, he supervised communications programs for a wide range of clients, and developed strong capabilities in crisis response and training, media relations, media and presentation training, and business writing. Prior to joining Hill and Knowlton in 1986, Bill was with Ogilvy & Mather Public Relations, where he also worked with corporate clients. He began his public relations career at Robert Marston & Associates, working in corporate and investor relations. Bill graduated cum laude from Harvard College with a degree in English and American literature and language, and resides in New York City.

MCDONOUGH

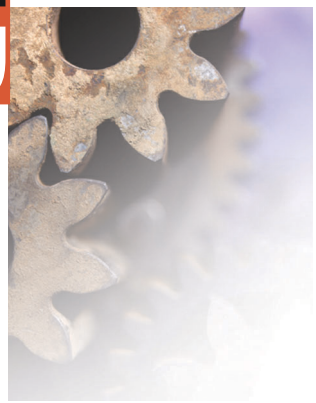


Tim McDonough supervises design and editorial services at Berry & Company Public Relations. He handles client assignments ranging from logo and identity development to concepts for brochures, Web sites, advertising and other marketing materials. Prior to joining Berry & Company, Tim was director of marketing at Hallmark Entertainment, the leading producer of made-for-television movies in the world. While there he led the company's efforts to promote films internationally, including development and design of marketing materials. He also worked with U.S. networks on the promotion of high-profile projects such as the NBC miniseries *Gulliver's Travels*. Tim also worked as an interior designer in New York for ten years, handling residential design projects including the interior of a 210-foot motor yacht. Prior to that, he was a municipal bond trader for three years at the investment banking firm of Lehman Brothers. Tim graduated cum laude from Harvard College in 1981 with a degree in biology.

JIM WETMORE



Jim Wetmore has worked in management and public relations in healthcare, the nonprofit sector and the entertainment industry. At Berry & Company Public Relations Jim oversees client and media relations. His range of assignments includes strategic planning for media efforts, development and production of written materials, research and coordination of media contact. Previously, Jim worked with Alicia Gelernt Artist Management, and was closely involved in career development for several major-label recording artists. Jim also worked for designer Andres Eduardo Martin, where his responsibilities included the development of media and promotional materials, as well as the preparation and placement of company advertising. He has also worked in sales in the wholesale garment district in New York City. In addition, Jim is an accomplished singer/songwriter. He graduated from New York University in 1987 with a degree in music and business.



SARAH

DATZ

Sarah Datz has extensive experience in corporate public relations in the retail pharmacy and healthcare industries. At Berry & Company Public Relations Sarah handles a range of client assignments with a special focus on media relations and writing. Prior to joining Berry & Company, Sarah worked for almost seven years at Rite Aid Corporation, a national pharmacy chain, where she served as a media spokesperson for the company and handled media relations, crisis communications, press release and newsletter development, and product promotion. At Rite Aid she also managed strategic message development on issues affecting the pharmaceutical industry and promoted large-scale company-sponsored health events in major markets across the United States. She graduated from the State University of New York (SUNY) Buffalo in 1996 with a degree in communication and psychology.