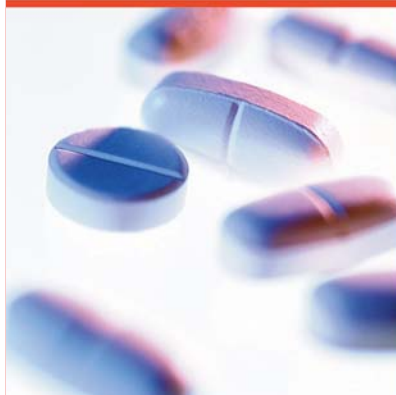


Vida Communication

## Innovative Communication Strategies for Biotechnology and Healthcare

Vida Communication provides comprehensive **public relations**, **investor relations** and **marketing communications** strategies to advance the best new ideas in biotechnology and healthcare.



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## About Us

Vida offers a smart solution to address the communications needs of today's biopharma and healthcare companies. The backbone and advantage of Vida's service is a solid foundation in biotechnology and health science business and operations. With more than twenty years experience in the industry, the Vida team is uniquely qualified to provide comprehensive services in the following areas:

- **Public Relations**
- **Investor Relations**
- **Marketing Communications**

At the core of Vida's specialized product, is the considerable industry, media and Wall Street experience required to deliver results. Our singular focus on healthcare keeps us close to all the issues, strategies and tactical initiatives required to successfully represent our clients. Further, our relationships with key industry leaders, media and investors allow us to provide the exceptional visibility required to differentiate today's leading products and development programs.

While many agencies are forced to provide a "cookie-cutter" product to service numerous clients and meet billing quotas, the Vida team recognizes that a company's needs change over time. As a flexible and independent group, Vida is able to service each client individually and appropriately based on its specific needs and stage of development. As such, Vida offers its clients uncommon access to senior-level counsel, unparalleled results, and a vastly superior service to the typical agency offering.

At Vida, we are committed to the biopharma/healthcare industry and its members. We pride ourselves on our ability to successfully communicate industry and company advancements to best position our clients with all desired audiences.

Whether we are coordinating fundraising efforts or driving media coverage, we deliver results for our clients. Isn't it time someone delivered for you?

## Public Relations

Which are your primary audiences? Media? Industry peers? Potential partners? Do you have their attention? If not, perhaps it's time to rethink the way you communicate.

Whether you're initiating a public relations program for the first time or expanding your existing PR activities, Vida has the experience and expertise to help. With a broad range of services, Vida is prepared to develop and execute a strategic public relations program to achieve your company's specific objectives.

- Message development/corporate positioning
- Press and collateral materials development
- Website development
- Corporate/media auditing
- Media backgrounding
- Press release development/distribution
- Counsel regarding distribution and timing of press releases
- Media outreach in support of news announcements
- Pursuit of opportunistic media
- VNR/B-roll development and distribution
- Satellite media tours
- Ongoing media relations
- Speakers board assembly
- Speaker presentation/media training
- Scientific/medical conference support
- FDA advisory committee meeting support
- Satellite symposia coordination/execution
- Industry/competitor auditing/monitoring
- Internal/employee communications
- Crisis management



## Investor Relations

Vida offers one of the industry's most comprehensive investor relations programs. The core of Vida's IR expertise is a strong foundation in key disciplines including: biopharma financial operations, analyst/investor relationships, corporate disclosure, and financial market positioning. We leverage this specialized experience daily on behalf of our clients to improve corporate visibility with the investment community and maximize shareholder value.

- Analyst targeting (buy- and sell-side)
- Introductions to key analysts
- Counsel, management and support of public and private financing activities
- Analyst briefings/receptions/events
- Corporate positioning (investment thesis development)
- Collateral materials development
- Ongoing analysis of shareholder base
- Financial community audits
- Competitive analysis/peer company evaluations
- Business development/corporate alliance strategy and communications
- Support of sell-side analyst coverage
- Financial conference support
- Corporate roadshow presentation development
- Scientific/medical conference support
- Ongoing financial community outreach
- Ongoing communication with current shareholders
- Annual report development and production



## Marketing Communications

With more than 20 years industry experience, Vida offers the tools necessary to successfully position, launch, and support your products and services. Our team has developed and executed multiple product launch strategies, as well as robust marketing programs to support these products post-launch. Whether you are in need of a physician and/or patient education initiative or wish to undertake a coast-to-coast public awareness campaign, Vida has the expertise to optimize your product success.

- Product positioning
- Product collateral materials
- Product approval/launch strategy
- Product video news releases (VNRs)
- Market/competitive analysis
- Coalition building/third-party relationships
- Advertising strategies and implementation
- Events-oriented marketing
- Website development
- Physician targeting and education
- Patient outreach and education
- Public awareness campaigns

## Vida Team

### Stephanie C. Diaz President and CEO

Ms. Diaz began working in the biotechnology/health science industry in 1987 and founded Vida in September 2002.

Prior to founding Vida, Ms. Diaz served as senior vice president and director, West Coast operations for Burns McClellan, the nation's largest, independent healthcare communications agency. With responsibility for heading Burns McClellan's West Coast operations, Ms. Diaz directly managed public and investor relations programs for all West Coast clients.

Prior to joining Burns McClellan, Ms. Diaz held a number of senior financial positions with several life science companies, serving as vice president and chief financial officer of Shaman Pharmaceuticals, Inc., director of finance of Hyseq, Inc. (renamed Nuvelo, Inc.), and director of finance of Martek Biosciences Corporation. During her career, Ms. Diaz has managed finance and accounting functions, directed public and private financings, managed business development efforts, worked with manufacturing and marketing teams to initiate production and commercialization of new products, and supervised public and investor relations programs.

Ms. Diaz completed a Master of Business Administration in finance at Georgetown University and earned a Bachelor of Arts degree in International Relations from Stanford University.

- Significant experience in biotechnology/health science finance and communications
- Focus on investor relations and strategic planning
- Considerable biotech/health science PR experience
- Significant biotech/health science operations experience including:
  - Finance and accounting
  - Business development
  - New product commercialization
- Expertise in the following areas:
  - Fundraising (private and public financings)
  - Supporting stock value through targeted analyst outreach
  - Strategic positioning and collateral development
  - Financial community events and communications
  - Public relations strategy and media outreach



## Vida Team

### Tim Brons Vice President

Mr. Brons joined Vida in September 2002 with considerable prior experience in healthcare public relations and marketing communications. As vice president, Mr. Brons spearheads the development and execution of public relations and media outreach initiatives in support of Vida's clients.

Prior to joining Vida, Mr. Brons worked in the pharmaceutical and West Coast divisions of Burns McClellan. During his tenure at Burns McClellan, Mr. Brons was responsible for public relations program development and implementation, as well as day-to-day management of account activities for all group clients including: Chiron Corporation's Blood Testing Division, ISTA Pharmaceuticals and Eyetech Pharmaceuticals.

Prior to his tenure at Burns McClellan, Mr. Brons was a member of the Health Sciences Division at Makovsky & Company, a New York public relations firm. While at Makovsky, Mr. Brons was responsible for the management and implementation of public relations programs for a variety of pharmaceutical and biotechnology companies, including Celgene Corporation (commercial launch of Thalomid®) and Cephalon Corporation (post-approval support of Provigil®). Mr. Brons also supervised an award-winning campaign for Rhone-Poulenc Rorer's Rilutek®, recipient of the 1999 CIPRA Award for National Media Relations.

A graduate of the Newhouse School of Public Communications at Syracuse University, Mr. Brons earned a Bachelor of Science degree in Broadcast Journalism and a Bachelor of Arts degree in Political Science.

- Significant experience in healthcare public relations and marketing
- Communications experience with a wide range of healthcare products and companies:
  - Commercialized therapeutics (Rilutek®, Thalomid®, Provigil®)
  - Development stage product positioning (ISTA Pharmaceuticals, Eyetech Pharmaceuticals, Oculex Pharmaceuticals)
  - Tools & systems (Chiron Corporation's Procleix® Assay)
  - Healthcare services
- Expertise in the following areas:
  - Public relations/marketing program development and implementation
  - Company/product positioning (Early-stage clinical trials through FDA approval and commercialization)
  - Media outreach to targeted audiences (Broadcast, radio, print and online)
  - Collateral/press material development (Press kits, websites, video/b-roll)
  - Third-party relationship building/maintenance

## Vida Experience

The Vida team has extensive professional experience spanning the most critical segments of the biopharma/healthcare industry.

### Oncology

- **Celgene Corporation** – THALOMID® for a variety of cancers
- **Cell Genesys** – GVAX® vaccines for prostate, lung and other cancers
- **Kosan Biosciences** – KOS-862 (Epothilone D) and 17-AAG (geldanamycin) for solid tumor cancers
- **Geron, Inc.** – Telomerase inhibitors for cancer
- **ILEX Oncology** – CAMPATH® for a variety of cancers
- **Cytokinetics** – Inhibitors of mitotic kinesins for a variety of cancers
- **Napro BioTherapeutics** – Generic paclitaxel

### Cardiovascular Disease

- **Warner Lambert/Parke-Davis** – ACCUPRIL® for the treatment of hypertension
- **Emisphere Technologies** – Solid formulations of oral heparin for deep vein thrombosis (DVT)
- **Angiogenix, Inc.** – ACCLAIM™ and Vasotrophin™ for the treatment of cardiovascular ischemia
- **Cooke Pharma** – The HeartBar® for improved production of nitric oxide and reduced symptoms of stable angina

### Diabetes

- **Pelikan Technologies** – Pelikan Sun™ lancing device, the first fully-automated, self-contained lancing system for glucose measurement
- **Entelos** – PhysiLab® predictive biosimulation system for the development of treatments for diabetes
- **Aradigm** – AERx® Pulmonary Insulin Delivery System
- **ISTA Pharmaceuticals** – Vitrase® for the treatment of diabetic retinopathy
- **Oculex Pharmaceuticals** – Posurdex®, the first biodegradable ocular implant for the treatment of diabetic macular edema





### Asthma, Allergy and Infectious Disease

- **Rhone-Poulenc Rorer** – Azmacort® for long-term control of asthma
- **DynaVax** – Therapeutics for asthma, allergy and infectious disease
- **Chiron Corporation** – Procleix® HIV-1/HCV Assay for screening donated blood
- **MAP Pharmaceuticals** – Novel nebulized form of budesonide (unit dose budesonide "UDB") for the treatment of pediatric asthma
- **Third Wave Technologies** – Invader® clinical molecular diagnostics for hepatitis C (HCV) and human papilloma virus (HPV)

### Neurological Disease / CNS Disorders

- **Rhone-Poulenc Rorer** – Rilutek® for the treatment of Amyotrophic Lateral Sclerosis (ALS) or Lou Gehrig's Disease
- **Cephalon Corporation** – Provigil® for the treatment of Excessive Daytime Sleepiness (EDS) associated with narcolepsy
- **The Avicena Group** – Therapeutic delivery of ultra-pure creatine for the treatment of numerous neurological conditions including ALS, Huntington's disease and Parkinson's disease

### Pain Management

- **DURECT Corporation** – Transdermal sufentanil patch, CHRONOGESIC®, and SABER™ bupivacaine for chronic and/or post-operative pain

### Ophthalmology

- **Oculex Pharmaceuticals** – Posurdex®, the first biodegradable ocular implant for the treatment of major diseases of the eye
- **Allergan** – ARRAY® Multifocal Intraocular Lens for cataract patients
- **ISTA Pharmaceuticals** – Vitrase® for vitreous hemorrhage and diabetic retinopathy
- **Eyetech Pharmaceuticals** – Macugen® for the treatment of age-related macular degeneration and macular edema



### Specialty Pharmaceuticals

- **Martek Biosciences Corporation** – Fatty acids (DHA and ARA) for multiple nutritional and therapeutic applications
- **ISTA Pharmaceuticals** – Multiple therapeutics for the treatment of eye disease
- **Cooke Pharma** – The HeartBar® for improved production of nitric oxide and reduced symptoms of stable angina
- **The Avicena Group** – Therapeutic delivery of ultra-pure creatine for the treatment of numerous neurological conditions including ALS, Huntington's disease and Parkinson's disease, as well as certain dermaceutical and cosmeceutical applications

### Therapeutic Antibodies

- **Ablynx** – Nanobodies™ for a range of serious human diseases

### Therapeutic Drug Discovery

- **Sunesis** – Tethering® technology platform for the discovery of novel therapeutics
- **Cytokinetics** – Cytoskeletal pharmacology for the discovery of novel therapeutics
- **Structural Bioinformatics** – Genes to Leads® technology for the development of novel therapeutics
- **GeneFormatics** – Structural and chemoproteomic technologies for the development of novel therapeutics
- **Pharmacopeia Drug Discovery** – Discovery of new, small molecule therapeutics with a primary focus on immunobiology and immunological diseases

### Genomics / Proteomics

- **Deltagen** – DeltaBase® for the determination of in vivo mammalian gene function
- **Zyomyx** – Protein Profiling BioChip System
- **Structural Bioinformatics** – Multiple computational and database products for the discovery of therapeutically valuable proteins
- **GeneFormatics** – Structural and chemoproteomic technologies for the development of novel therapeutics



### Renal Disease Management / Dialysis

- **WellBound** – The nation's largest dialysis care group focused exclusively on providing and supporting the complete spectrum of self-care and home-based dialysis therapies
- **Satellite Healthcare** – A leading provider of in-center hemodialysis treatment, as well as comprehensive clinical support services

### Drug Delivery

- **Valentis** – Gene delivery and regulation technologies
- **Emisphere Technologies** - Oral delivery of therapeutic macromolecules
- **Aradigm** – AERx® Pulmonary Delivery System
- **DURECT Corporation** – Proprietary drug delivery platform technologies to treat chronic debilitating diseases and enable biotechnology products
- **MAP Pharmaceuticals** – TEMPO™ Inhaler platform for the pulmonary delivery of drugs to treat a broad spectrum of respiratory and systemic diseases

### Obesity

- **EnteroMedics, Inc.** – Innovative medical devices for the treatment of obesity and gastrointestinal disorders

### Molecular Diagnostics

- **Third Wave Technologies** – Invader® technology platform for genetic analysis

### Medical Devices

- **MAP Pharmaceuticals** – TEMPO™ Inhaler platform for the pulmonary delivery of drugs to treat a broad spectrum of respiratory and systemic diseases
- **EnteroMedics, Inc.** – Innovative medical devices for the treatment of obesity and gastrointestinal disorders
- **Aradigm** – AERx® Pulmonary Delivery System
- **Pelikan Technologies** – Pelikan Sun™ lancing device, the first fully-automated, self-contained lancing system for glucose measurement

## Vida Experience

### Biological Modeling / Disease Simulation

- **Entelos** – PhysiLab® predictive biosimulation systems for a variety of human diseases

### Biotechnology Venture Capital

- **Alta Partners** – Premier life sciences venture capital firm with approximately \$1.5B under management



## Contact

For more information about Vida, or to request a Capabilities and Media Results Book, please contact us:

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