

Media Contact: Kristy Hoover
1.800.884.6272 ext 0465 or
kristy.hoover@marcresearch.com

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M/A/R/C[®] Research Expands Pharmaceutical Team

Pam Koenig joins M/A/R/C as Account Manager

IRVING (Dallas) August 22, 2008 – M/A/R/C Research, a full-service marketing research and consulting firm, announces that Pam Koenig has joined as Account Manager. She brings more than 10 years' experience in customized pharmaceutical marketing research with a solid depth of experience in both qualitative and quantitative methodologies.

“Pam is a valuable addition to our growing pharmaceutical research practice” said Amy Barrentine, Executive Vice President and General Manager of M/A/R/C Research. “Located in the Northeast, in close proximity to many key industry clients, she has the opportunity to become more engaged in our clients' day-to-day issues and strengthen delivery of targeted results.”

Koenig began her career at Bristol-Myers Squibb before joining TVG where she spent the last eight years. Her focus included selling, training, and market research consulting across a wide variety of therapeutic areas primarily Women's Health, Dermatology, GERD, Allergic Rhinitis and Cardiology.

Koenig earned her B.A. in Business Administration from the University of Massachusetts.