

PriceSpective Continues Global Expansion With Payer Engagement Practice *Steve O'Malley to Lead New Business Unit*

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San Diego- 25 March 2010: PriceSpective, an integrated value strategy consultancy that provides pricing and reimbursement services to pharmaceutical and biotechnology companies, is pleased to announce the addition of Steve O'Malley to lead its new Payer Engagement Practice.

Steve brings over 20 years of experience working within the pharmaceutical arena. His primary role will be to direct PriceSpective's Payer Engagement Practice. Within the payer engagement offering, PriceSpective now has a team dedicated to value communication, payer segmentation, and contracting strategy.

Understanding the value potential of a new product in development is instrumental to strategic planning. However, the value communication of that product is equally important in order to optimize its success. This is a natural extension of PriceSpective's services and expertise

"As we continue to rapidly expand beyond our core services of pricing and value strategy," said CEO Steve Slovick, "I am delighted that we are able to attract high calibre individuals like Steve O'Malley. I am confident that Steve's leadership of the payer engagement practice will strengthen our position as a dynamic and experienced driven consultancy that delivers 'best in class' guidance to our clients."

Previously, Steve was the Vice President of Managed Markets for Vertex Pharmaceuticals where he helped develop an integrated managed markets plan for products in Vertex's pipeline, including telaprevir. Prior to Vertex, Steve spent over 8 years with Amylin Pharmaceuticals, where he served as the Executive Director for Payer and Institutional Marketing.

About PriceSpective

PriceSpective is a management consulting firm specializing in innovative strategies to identify, capture and communicate value for companies in the biopharmaceutical arena. We are uniquely positioned to deliver expert guidance in integrated global pricing, reimbursement and market access strategy due to our depth of experience and the active engagement of our senior leadership.

From 2008 to 2009, PriceSpective climbed from position #413 on Inc 500's list of 'Fastest Growing Private Companies in America' to # 174. PriceSpective has offices in Los Angeles, San Diego, Philadelphia and London.