

PriceSpective Continues Global Expansion With New San Diego Office Dan Ross to Lead Business Development Team

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Philadelphia- 8 September 2009: PriceSpective, a value strategy consultancy that provides pricing and reimbursement services to pharmaceutical and biotechnology companies, is pleased to announce that it has hired Dan Ross to open its new San Diego office.

Ross brings 9 years of experience working with healthcare companies in both investment banking and strategic consulting capacities. His primary role will be to enhance PriceSpective's pricing and reimbursement, forecasting, and business development services. Within the business development offering, PriceSpective now has a team dedicated to assisting clients with licensing valuations, global pricing and market access due diligence, and negotiations associated with partnering products in early stage development.

This combination of enhanced early-stage business development services and PriceSpective's strategic pricing and reimbursement offerings enables the unique capability of providing clients with credible assumptions and model inputs that can drive long-range forecasts and serve as the foundation for licensing discussions. While located in one of the biotech rich areas of the United States, the San Diego office will also support PriceSpective's clients around the globe.

"As we execute our strategy to build our consulting and services capabilities," said CEO Steve Slovick, "Dan and other recent hires will ensure that our clients continue to receive high quality and high value advice. Our growing presence in the pharmaceutical consultancy continues to suggest that PriceSpective is rapidly moving toward the 'Best in Class' position we strive to achieve. This ongoing growth, such as the new San Diego office, will provide us with additional opportunities for expansion as we continue to plan for increased offerings and geographical coverage. I am delighted that someone as talented as Dan has joined our team."

Previously, Ross worked as the Director in charge of the global life sciences licensing, and valuation practice for Simon-Kucher & Partners (SKP). In this role, Ross worked closely with the biopharmaceutical and medical device companies to support a number of licensing transactions as an advisor to either the out- or in-licensing party. Prior to serving as a consultant to the health care industry, Ross worked with many of the same clients as an investment banker within Citigroup / Salomon Smith Barney's Health Care / Biotech Investment Banking division.

Ross received his Masters in Business Administration from Stanford University's Graduate School of Business.

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.

Over the last year, PriceSpective has 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 and has a global staff of 49 professionals.