

Company News



NOVARTIS DONATES \$1 MILLION TO MCGILL

Novartis Pharmaceuticals Canada Inc. has announced it is contributing \$1,000,000 to Canada's largest osteoporosis study, which is being directed by researchers from the Research Institute of the McGill University Health Centre. This funding will help support the second phase of research of the Canadian Multicentre Osteoporosis Study (CAMOS) which will focus on ways to prevent and eliminate osteoporotic fractures in the elderly.

"This investment represents a major commitment for Novartis," says Monique Giguère, Senior Medical Advisor, Novartis Pharmaceuticals Canada Inc. "We recognize the importance of the CAMOS project and are very proud to join this internationally renowned team."

"The objective of CAMOS is to free Canadian seniors from the threat of osteoporosis and fractures. Phase One of CAMOS began in 1995, and a second five-year phase began in January 2002. The study is led by Dr. Alan Tenenhouse, Director of the Division of Bone Metabolism, Department of Medicine, McGill University Health Centre. The study involves over 9,000 participants and takes place in nine centres across Canada, from St. John's to Vancouver. The study will provide better insight into the causes of osteoporosis and its prevention.



Dr. Alan Tenenhouse of the McGill University Health Centre (left) is presented with a cheque for \$1,000,000 from Dr. Monique Giguère of Novartis Pharma Canada

ALTANA BORN FROM BYK CANADA

Byk Canada has officially become ALTANA Pharma Inc. The change from Byk Canada to ALTANA Pharma is a sign of growth and optimism. After establishing operations in Canada only five years ago, Byk Canada quickly developed a reputation with doctors as a reputable pharmaceutical company, supplying sound information on prescription products, based on solid science and clinical trials. Along the way, the company's Canadian sales grew to \$100 million annually.

"Our lead medication, PANTOLOC (pantoprazole) has become the 12th highest selling prescription drug in Canada" says John Suk, Canadian president and CEO. "Yet, we are virtually unknown outside some sectors of the medical community. By switching all operations under one name, we can gain greater public investor profile for our success."

ALTANA Pharma will inherit the corporate logo giving a universal look to the overall corporation. ALTANA Pharma represents the pharmaceutical group of ALTANA AG. With over 9,000 employees worldwide, ALTANA AG is the strategic management holding company of the ALTANA Group, comprising two operating divisions, ALTANA Pharma and ALTANA Chemie.



QBIC WINS INCUBATOR OF THE YEAR

Quebec Biotechnology Innovation Centre (QBIC) has been named the Randall M. Whaley Incubator of the Year by the National Business Incubation Association (NBIA). QBIC established a precedent by becoming the first non-USA recipient of NBIA's most prestigious prize, recognizing overall excellence in business incubation programs.

The jury recognized the quality and depth of QBIC's programs and business services to start-up companies, the level of the results obtained versus its mission and objectives, the Centre's financial stability as well as the quality of the interaction between the incubator and its resident companies.

Accepting the Award, Normand de Montigny, QBIC's executive director, credited the team's entrepreneurship, "Our 'Plug and play' approach relies on flexibility and rapid execution as well as on the team's entrepreneurship," Dr. Jacques Gagné, Chairman of the Board, also acknowledged the contribution of the Centre's administrators and partners in attaining such performance.

Founded in 1996 by LAVAL TECHNOPOLE and INRS-Institut Armand Frappier, QBIC was the first business incubator specialized in biotechnology to operate in Quebec. Located in Laval, in the heart of the City of Biotechnology and Human Health of Metropolitan Montreal, QBIC offers scientists and entrepreneurs, who wish to start a company, a favorable environment for their research activities and business development.

LABOPHARM TEAMS UP WITH MEDPOINTE

Labopharm Inc. announced that it has signed a Letter of Intent (LOI) with MedPointe Inc. to execute a formulation and licensing agreement under which the two companies will jointly develop novel, sustained release products. The two companies have formed a joint committee to oversee and guide the development and commercialization effort.

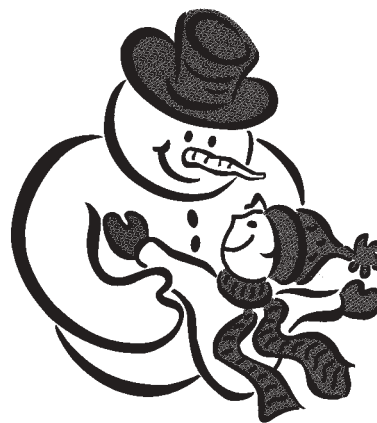
According to terms of the LOI, Labopharm will immediately begin feasibility and formulation studies for which it will receive a fee from MedPointe. MedPointe will bear all costs of the development and commercialization program.

MedPointe Inc. is a privately held specialty prescription pharmaceutical and medical diagnostics company based in Somerset, New Jersey. Its prescription pharmaceutical products division, Wallace Pharmaceuticals, specializes in respiratory, cough/cold, pediatric and central nervous system therapies. MedPointe's diagnostics division, Wampole Laboratories, distributes a wide range of immunoassay-based diagnostic tests for use by hospitals, physicians and reference laboratories. [CPM](#)

An
investment
decision
so simple,
it's child's
play.

(It must be a miracle.)

On December 4th, CIBC World Markets and CIBC Wood Gundy will donate its fees and commissions to children's charities.



CIBC World Markets
Children's Miracle Foundation
www.childrensmiracle.com



NEW AGENCY MODEL LAUNCHED

Four Montreal agencies have formed a strategic alliance, creating a new industry model to service health-care and consumer clients. BrandLinks brings together BOOM, AXDEV, Vincelli and Sentra, specialists in advertising CME/CHE, multimedia and logistics/events planning.

The partnership offers multidisciplinary expertise to clients looking for best-of-class resources.

"It's a very different approach," says Jamie Fisher, president of BOOM. "Clients can work with one, two or all four of us and still maintain the consistency one contact and convenience of one voice. But what they get are four independent agencies at one table, all working together on the brand."

Fisher cites the challenge larger agencies face in attracting top-level talent across several disciplines, as one of the driving factors behind the concept of BrandLinks.

"People who are experts in CME, or in multimedia, seldom want to work in a big agency where advertising people run the show. The disciplines are very different. So you find them in their own shops, doing what they specialize in and love to do."

But BrandLinks is designed to avoid the inefficiencies clients face when working with several suppliers on one brand. Each BrandLinks agency is equal-weighted within their own discipline in the strategic and creative planning sessions. However, shared brand knowledge ensures a strong, focused message across the entire communications platform.

"It makes for some interesting discussions," Fisher says. "And it also means you ultimately arrive at what's the best solution for the brand."

LXB RETURNS TO UNIVERSITÉ LAVAL

After just landing Expo Québec's new advertising campaign, LXB has been reconfirmed as the agency of record for Université Laval. LXB's new mandate includes drawing undergraduate and graduate students to the university and helping its communications department promote the institution as a whole. Many agencies answered the call for tenders from North America's top French-language university, but just four were asked for full pitches. Only Cossette and LXB submitted speculative presentations.

"We are very proud to keep Université Laval as a client," explained an exultant Marc Lacroix, president of LXB. "The success of our previous campaigns and our understanding of the issues were determining factors in the university's decision. We believe in the institution and that's what motivate us. We sincerely thank the people at the university for this great vote of confidence."

WHAT DO DIALYSIS, HORMONE REPLACEMENT THERAPY AND DENTURES HAVE IN COMMON

Phase V, the Montreal-based arm of Grey Healthcare Group, was recently awarded the Gambro Canada account and will be developing promotional materials for the company's extensive line of critical care products (hemodialysis) and services.

Phase V was also chosen to handle creative requirements and promotion as directed to health-care professionals for GlaxoSmithKline's Polident and PoliGrip

family of denture care products.

In addition, Phase V's long-standing relationship with Organon Canada rolls on. Phase V will continue to handle communications for Andriol and its pending line extension, Organon's testosterone replacement therapy.

Dentures, hemodialysis and testosterone, for the team at Phase V it's all in a day's work.

ALLARD•JOHNSON WINS ACCUSOFT ACCOUNT

Allard•Johnson announced the company has been awarded Roche Diabettes Care Division's flagship Accusoft account following a six agency competition for the business. Building on its long history of strategically-driven advertising, Allard•Johnson will handle all creative and media planning services for a national campaign designed to promote the Accusoft brand, recognized by pharmacists as the number one selling glucose-testing product in Canada.

"Allard•Johnson was chosen because of their passion, their integrated services, agency depth and because of their strong health-care and consumer experience," said Michel Robidoux, Business Unit Director for the Quebec-based Roche Diagnostics.

The Accusoft brand is a big win for Allard•Johnson. We are very excited about designing a strategically-driven campaign that will help Roche achieve their business objectives with regard to this leading brand," noted Mario Daigle, Vice President and General Manager of Allard•Johnson's Wellness Division.

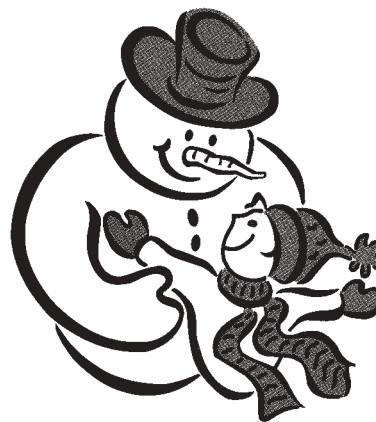
FIRST FOR CERIDIAN CANADA

LXB Communication-Marketing has created the first ad campaign specifically targeting the Quebec market for Ceridian Canada, a leader in payroll and human resources management services. The campaign is mainly based on testimonials from three of Ceridian's Quebec customers: Les Restaurants P & P (a Pacini franchisee), Quincaillerie Richelieu, and Germain Larivière.

The campaign features a number of marketing tools, including flyers, a corporate information kit, and two direct mailings, one to small business and the other to big corporations. A series of ads will appear in Quebec's leading business magazines over the next few months. The first recently ran in the special issue on the top 500 small businesses in Quebec published by the business magazine Les Affaires. CPM

It's
December 4th,
and some
children are in
the market
for your help.

On December 4th, CIBC World Markets and CIBC Wood Gundy will donate its fees and commissions to children's charities.



CIBC World Markets
Children's Miracle Foundation
www.childrensmiracle.com