



FOR IMMEDIATE RELEASE:

LAVOIE GROUP HONORED BY LACP WITH TWO AWARDS

League of American Communications Professionals Honors LaVoie Group for Best Industry-Exclusive Agency and Best Business Development Program for sanofi-aventis

Salem, MA, March 9, 2010 -- LaVoie Group, a life science and pharmaceuticals focused strategic communications agency, announced today that it has won two *2009 Impact Awards* from the League of American Communications Professionals (LACP), “Best Industry-Exclusive Agency” and “Best Business Development Communications Program.” These awards recognize LaVoie Group’s ability to provide senior level counsel and tactical implementation of corporate and product communications programs designed to properly position, create visibility with key target audiences and demonstrate creativity in our approach.

For the second straight year, LaVoie Group was honored as “Best Industry-Exclusive Agency” by the LACP. In the volatile economic climate of 2009, LaVoie Group was able to adapt to the changing market dynamics and leverage the agency’s breadth of experience across life sciences to win 10 new clients, including industry-leading pharmaceutical companies, such as Invida Pharmaceuticals and Pfizer. Through these clients, LaVoie Group was able to establish a pharmaceutical practice, which continues to grow in 2010. In addition, LaVoie guided the communications for ESBATech AG through one of the most successful M&A exits of 2009 in its sale to Alcon for up to \$550 million.

Included in LaVoie Group’s pharmaceutical practice is sanofi-aventis, one of the world’s largest pharmaceutical companies, who in 2009 engaged LaVoie Group to execute a partnering event in its Cambridge, MA location. The agency’s suite of capabilities was fully leveraged to position the event with both the media and partners, as well as develop branded materials to support the company’s efforts to raise awareness in the area. LaVoie Group helped secure over 250 guests and the resulting media coverage appeared in the *Boston Globe, Wall Street Journal, New York Times, Bloomberg, Reuters and XConomy*. For these efforts, LACP honored LaVoie with the award for “Best Business Development Communications Program.”

Christine Kennedy, LACP Managing Director commented, "This year's entries, 'LaVoie Group: Adapting, Changing, and Renewal in a Volatile Economic Climate,' and 'Sanofi-aventis Business Development Event' prove to be remarkable in light of tremendous competition. More than 100 entries were received for the 2009 Impact Awards, comprising the best in communications from eight countries. We congratulate the entire team involved with this year's entry, among the top 100 of 2009 as judged by the LACP this year."

Donna L. LaVoie, President and Chief Executive Officer of LaVoie Group, said, "2009 was a challenging year throughout the industry, and our group's ability to understand and adapt to market volatility allowed us to add value to our clients and demonstrate the necessity of strategic communications counsel. We're especially proud of our work with sanofi-aventis on their partnering day, which brought together leading biotechnology players to learn how a partnership with this leading pharmaceutical company could add value to their clinical portfolios."

About LACP

League of American Communications Professionals (LACP) was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. As part of this goal, LACP hosts a free monthly newsletter distributed via e-mail and quarterly competitions that target various disciplines within the communications field. Currently, more than 30,000 subscribers receive the monthly newsletter, which shares best practices; provides tools, tips, and resources to professionals; and hosts various forums to discuss industry trends and challenges. The quarterly competitions routinely include hundreds of entries from some of the most recognized organizations throughout the world. For more information, please visit <http://www.lacp.com>.

About LaVoie Group, Inc.

LaVoie Group provides senior-level counsel and tactical implementation of strategic communications programs designed to properly position, create visibility and drive value for each client. We help our life sciences and pharmaceutical clients attract capital, reach corporate partners, generate revenue and build their companies through integrated communications programs. Our clients range from privately held start-ups to industry leaders in life sciences such as Pfizer Inc., sanofi-aventis, Invida Pharmaceuticals, Vertex Pharmaceuticals, Rockwell Medical, Genetix Pharmaceuticals, Cardioxyl Pharmaceuticals and Profectus Biosciences. LaVoie Group is ranked by *O'Dwyer's PR Report* as one of the leading independent healthcare PR firms in the U.S. For more information, please visit <http://www.lavoiegroup.com>.

#

Contact

Donna L. LaVoie
President & CEO
LaVoie Group
dlavoie@lavoiegroup.com
978-745-4200 x103