



**FOR IMMEDIATE RELEASE:**

**LAVOIE GROUP WINS BELL RINGER AWARD FROM  
THE PUBLICITY CLUB OF NEW ENGLAND**

**Salem, MA, June 8, 2009** -- LaVoie Group, a life science-focused strategic communications agency, announced today that it has received a coveted merit award in the graphic identity category at the *2009 Publicity Club of New England Bell Ringer Awards*, held on June 1 at the Westin Waterfront in Boston.

The entry, titled, "*LaVoie Group Develops New Corporate Identity for EyeGate Pharma Post Relocation from Europe to the U.S.*," recognizes LaVoie Group's ability to provide senior level counsel and tactical implementation of venture, investor and public relations programs designed to attract capital and reach key audiences.

LaVoie Group was engaged to reposition EyeGate post the company's relocation from France by creating messages and images that would resonate with investors, partners and the media. Once new branding was completed the team leveraged the materials to execute a robust integrated communications program, targeting the company's key audiences. As a result of the rebranding, which led to increased visibility, EyeGate was awarded the *2008 Frost & Sullivan Innovation Award in Ophthalmology*. In addition, the company garnered increased corporate visibility as evidenced by new key hires, additional rounds of financing in the U.S. (first one in syndicate), and interest by potential corporate partners.

The Bell Ringer Awards were created by the Publicity Club to recognize excellence in communications and public relations work in every industry, and across all media—print, broadcast, and online. To see the 2009 Bellringer Awards Winners List, please visit, [http://www.pubclub.org/bellringer\\_winnerslist\\_2009.php](http://www.pubclub.org/bellringer_winnerslist_2009.php).

Donna L. LaVoie, President & CEO of LaVoie Group, commented, "Our agency provides senior-level counsel to our clients by producing creative and impactful public and investor relations campaigns. We're delighted about winning this award and being recognized by the Publicity Club for our capabilities and achievements."

Stephen From, President and Chief Executive Officer of EyeGate Pharmaceuticals, Inc. added, "It's a pleasure to work with an agency as a partner. After moving operations from Europe to the United States, the LaVoie Group team helped us develop our corporate messaging and tailored plan specific to our needs along with visibility and the creation of brand identity. They know their way around the life science industry, an important element in selecting a firm for a successful partnership."

**About LaVoie Group, Inc.**

LaVoie Group provides senior-level strategic counsel and tactical implementation of venture, investor and public relations programs designed to properly position, create visibility and drive value for each client. We help our life sciences companies 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 sanofi-aventis, Vertex Pharmaceuticals, Rockwell Medical, ESBATech AG, Profectus BioSciences and Agile Therapeutics.

In March 2009, LaVoie Group was awarded the coveted 2008 Impact Award for "Best Industry-Exclusive Agency," sponsored by the League of American Communications Professionals (LACP). 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>.

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