



**FOR IMMEDIATE RELEASE:**

**LAVOIE GROUP ADDS CARDIOXYL PHARMACEUTICALS  
TO ITS CLIENT ROSTER**

**Salem, MA, August 6, 2009** -- LaVoie Group, a life science-focused strategic communications agency, announced today that it has been selected by Cardioxyl Pharmaceuticals to oversee the company's communications strategy and serve as its public relations agency of record.

Donna L. LaVoie, President & CEO of LaVoie Group, commented, "We are delighted to be selected as Cardioxyl's communications partner. Cardioxyl is developing new treatments for acute decompensated heart failure (ADHF) and other serious cardiovascular disorders. This is an exciting time in the development of new treatment options for ADHF, and we are pleased to be working with a world-class group of experts in the field."

Chris Kroeger, MD, President and Chief Executive Officer of Cardioxyl Pharmaceuticals, added, "With our lead candidate, CXL-1020, now in clinical trials, the need to have the right communications partner to help develop and articulate our company vision is essential. We selected LaVoie Group for their proven knowledge and experience in the industry and in working with development stage life science companies. We look forward to working together with the agency to build Cardioxyl."

**About Cardioxyl Pharmaceuticals**

Privately-held, Cardioxyl Pharmaceuticals is a clinical-stage pharmaceutical company focused on the discovery and development of new classes of safe and effective therapeutic agents for the treatment of cardiovascular disease. Cardioxyl has developed industry-leading expertise in the chemistry, biology and clinical applications of nitroxyl (HNO) technology. The company's core HNO platform has generated several preclinical

and clinical candidates, including the company's lead compound, CXL-1020, currently in clinical development for ADHF. Cardioxyl is financed by leading life science venture investors, including the Aurora Funds and New Enterprise Associates. For more information, please visit <http://www.cardioxyl.com>.

**About LaVoie Group, Inc.**

LaVoie Group provides senior-level strategic 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 companies attract capital, reach corporate partners, generate revenue and build their companies through integrated communications programs. Our clients are emerging and leading global brands in the life science sector, such as sanofi-aventis, Vertex Pharmaceuticals, Rockwell Medical, Cardioxyl Pharmaceuticals, ESBATech AG, Profectus Biosciences, Agile Therapeutics and Mithridion, Inc.

In 2009, LaVoie Group was selected for two industry awards including the coveted Impact Award for "Best Industry-Exclusive Agency," sponsored by the League of American Communications Professionals (LACP) and the Bell Ringer merit award for corporate identity by the New England Publicity Club. LaVoie Group is also 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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