



**FOR IMMEDIATE RELEASE:**

**INVIDA SELECTS LAVOIE GROUP AS PUBLIC RELATIONS  
AGENCY OF RECORD**

**Salem, MA, February 8, 2010** -- LaVoie Group, a life science-focused strategic communications agency, announced today that it has been selected by Invida Group, the leading provider of healthcare brands and services in Asia Pacific, to develop and execute its corporate communications and public relations program. Singapore-based Invida has a presence in 13 countries in the Asia-Pacific region, and has selected LaVoie Group to build upon its corporate identity and brand awareness as the company moves into a phase of focused expansion in key growth regions such as China and India.

Donna L. LaVoie, President & CEO of LaVoie Group, commented, "Invida provides pharmaceutical and biotechnology partners proven brand and sales experience and track record in bringing their products to the three billion patients in the fastest growing region in the world – the Asia-Pacific region. We look forward to continuing our work with the Invida team to develop and execute a corporate communications program, designed to align with Invida's business strategy and growth opportunities in these exciting markets."

John A. Graham, Chief Executive Officer of Invida Group Pte Ltd, added, "We selected LaVoie Group for their experience working with leading life sciences corporate brands. As Invida expands throughout Asia Pacific and grows its presence in these key markets, LaVoie Group will help us in creating and executing a strong and cohesive strategy to further our message as we seek to continue working with top multi-national corporations to market and sell their product lines throughout the region."

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**About Invida Group Pte Ltd.**

Invida improves the lives of patients in Asia by commercializing differentiated pharmaceutical products of superior quality - the result of which will allow all our stakeholders to prosper. We do this through our proven brand marketing and sales know-how, strong expertise across a number of key therapeutic categories and deep experience in all critical Asian markets. Comprehensive functional capabilities provide rapid market access delivered by our passionate team of professionals.

With more than 4,000 employees in 13 countries in Asia Pacific, Invida operates across the commercial value chain from regulatory approval and product launch to lifecycle management. We manage a portfolio of proprietary healthcare brands, as well as licensed products from small biotech firms and large multinational companies. Partnering is a critical component of Invida's business model. We collaborate closely with our partners in developing effective strategies and put our extensive experience behind maximizing the potential of the assets entrusted to us. For more information, please visit <http://www.invida.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 companies attract capital, reach corporate partners, generate revenue and build their companies through integrated communications programs. In addition to Invida, our clients include emerging and leading global brands in the life science sector, such as Pfizer, sanofi-aventis, Vertex Pharmaceuticals, Genetix Pharmaceuticals, Rockwell Medical, Cardioxyl Pharmaceuticals, and Profectus Biosciences.

In 2009, LaVoie Group was selected for three 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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