



**FOR IMMEDIATE RELEASE:**

**LAVOIE GROUP NAMED BEST INDUSTRY-EXCLUSIVE AGENCY BY  
LEAGUE OF AMERICAN COMMUNICATIONS PROFESSIONALS**

**Salem, MA, March 2, 2009** -- LaVoie Group, a life science-focused strategic communications agency, announced today that it has received the coveted *2008 Impact Awards* for "Best Industry-Exclusive Agency," sponsored by the League of American Communications Professionals (LACP). The award recognizes LaVoie Group's ability to provide senior level counsel and tactical implementation of venture, investor and public relations programs designed to attract capital, reach partners and physician audiences.

In 2008, LaVoie Group experienced 30 percent year-over-year revenue growth for the second consecutive year. This was evidenced by greater than average client retention rates, significant organic growth and additional clients. Moreover, the agency secured financing that supported the hiring of strategic communications staff, as well as an office expansion in historic Salem, Massachusetts.

Christine Kennedy, LACP Managing Director commented, "This year's entry, 'LaVoie Group: The Acknowledged Leader in Life Science Communications,' proves to be remarkable in light of tremendous competition. More than 100 entries were received for the 2008 Impact Awards, comprising the best in communications from eight countries. We congratulate the entire LaVoie Group team for being among the top 100 of 2008 as judged by the LACP this year."

Donna L. LaVoie, President and Chief Executive Officer of LaVoie Group commented, "The agency had a banner year in 2008 despite the challenges presented by the turbulent economic environment. We are delighted to be recognized by the LACP for our efforts, and we look forward to building upon our success and continue to help our clients increase their corporate visibility with key constituencies, promote fair valuation and attract capital."

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### **About LACP**

The 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 have received our 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 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 Vertex Pharmaceuticals, EyeGate Pharma, ESBATech AG, Rockwell Medical and Agile Therapeutics. 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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