



FOR IMMEDIATE RELEASE:

LAVOIE GROUP APPOINTED BY MITHRIDION AS PR AGENCY

Salem, MA, May 4, 2009 -- LaVoie Group, a life science-focused strategic communications agency, announced today that it has added Mithridion, Inc. to its life sciences agency client roster.

Donna L. LaVoie, President & CEO of LaVoie Group, commented, "We are delighted to be working on the leading edge of the life sciences sector. As a pioneer in the development of therapeutics for complex central nervous system disorders, Mithridion's strategy is a combination of partnerships and proprietary pipeline development. We look forward to representing them as the company moves its pipeline forward."

Trevor M. Twose, Chief Executive Officer of Mithridion, commented, "We selected LaVoie Group because of their in-depth expertise in the life sciences sector, and their creative, results-orientated ideas. LaVoie Group is a natural fit to help us become a more established brand in the CNS space."

About Mithridion, Inc.

Mithridion, Inc. is a biopharmaceutical company that discovers and develops drugs for central nervous system (CNS) disorders, with an initial focus on Alzheimer's disease and schizophrenia. Through the company's research and development efforts, as well as its merger with Cognitive Pharmaceuticals Ltd. in June 2008, Mithridion is developing a pipeline of CNS drug candidates. MCD-386, the company's lead candidate, is in a Phase I clinical trial for AD. Through Mithridion's effective clinical execution, the company was able to advance MCD-386 to initial clinical results within nine months of the merger with Cognitive Pharmaceuticals. Mithridion has raised \$7.4 million of angel and venture funding to date. For more information, please visit, <http://www.mithridion.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, ESBATech AG, 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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Contact

Donna L. LaVoie
President & CEO
LaVoie Group
978-745-4200 X103
dlavoie@lavoiegroup.com
<http://www.lavoiegroup.com>