



FOR IMMEDIATE RELEASE:

**LAVOIE GROUP SELECTED BY VACCINE DEVELOPER,
PROFECTUS BIOSCIENCES, AS AGENCY OF RECORD**

Salem, MA, April 29, 2009 -- LaVoie Group, a life science-focused strategic communications agency, announced today that it has been selected as public relations agency of record by therapeutic vaccine development company, Profectus BioSciences, Inc.

Donna L. LaVoie, President & CEO of LaVoie Group, commented, "We are delighted to represent Profectus during an important stage in the company's clinical development. We look forward to working with them to communicate their message to appropriate investors, media, pharmaceutical partners and physicians."

Shawn Patrick O'Brien, Chief Executive Officer, commented, "Profectus BioSciences has a strong value proposition since the vaccine sector has emerged as a key revenue generator for big pharma with favorable legislation, relatively low development risk, exemplary commercial success of several blockbuster vaccines, and therapeutic vaccines being more attractive than preventative vaccines. By retaining LaVoie Group, I am confident that we will deliver our message more effectively to our key constituencies."

About Profectus BioSciences, Inc.

Profectus BioSciences is an innovative research and development vaccine company devoted to advancing the treatment and prevention of chronic viral diseases. The Profectus proprietary vaccine design approach combines its pDNA and rVSV platforms via a unique prime boost strategy to enhance immune response. Profectus' broad product pipeline will address Human Immunodeficiency Virus (HIV), Hepatitis C Virus (HCV), Human Papilloma Virus (HPV) and Herpes Simplex Virus (HSV).

The Profectus portfolio has received over \$100 million in funding from multiple sources including National Institutes of Health (NIH), Cross Atlantic Capital Partners and through private investments. Profectus deploys these resources in support of its proprietary prime boost vaccines and its anti-inflammatory small molecules for cancer and chronic viral diseases. For more information, please visit: <http://www.profectusbiosciences.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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