

Contact:
Kirk McConnell
The Zitter Group
90 New Montgomery St
Suite 333
San Francisco, CA
94105
415.547.1013

Press Release

Name Change for the Zitter Group's Longest Running Study

San Francisco, CA
July 22, 2009

Seven years ago the Zitter Group launched *The Managed Care Injectables Index*, a semi-annual publication that tracked the evolution of specialty therapy management by commercial payers. Over the past 13 editions, the *Index* has provided insight into all of the significant trends across the specialty landscape. One of these major trends has been the growth of the specialty armamentarium, both in number of therapies and in routes of administration. In light of this growth, the Zitter Group has renamed the study *The Managed Care Biologics and Injectables Index*. While the content and scope of research remains the same, the new name highlights the fact that the specialty landscape now spans multiple types of therapies and administration options.

About The Zitter Group

The Zitter Group (TZG) is the leading developer of strategic solutions for managed markets that secure, establish, and maintain essential links between brand goals and the economic needs of business decision-makers. Founded in 1989, TZG helps pharmaceutical, biotechnology, and medical device companies work more effectively within managed markets. TZG is the premier firm in the access and reimbursement segment because of its extensive experience, rich analytic capabilities, and commitment to the highest level of service. Visit www.zitter.com.