



BioCorporate profile downloaded from - <http://www.bioportfolio.com> on Thursday, November 26, 2009

## Addison Whitney

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Addison Whitney is a strategic branding consultancy that specializes in the pharmaceutical industry. With over ten years' experience in pharmaceutical branding, our strategic offerings include:

\* Global brand name development

(including creative naming, regulatory/legal/linguistics evaluations, name validation & tagline)

\* Positioning/brand strategy and assessments

(including mission/vision/values statements, positioning statements and brand strategies)

\* Visual brand development

(including logo, web site, standards and stationery systems development)

We've helped create and properly position brands such as:

Roche Labs (US): Xenical, Invirase and Fortovase

GlaxoSmithKline: Advair

Bristol-Myers Squibb & Sanofi-Synthelabo: Avapro and BuSpar

Pharmacia: Zvyox, Lunelle, Vestra, Vantin and Ellence

Forest Labs: Lexapro (Celexa line extension)

Eli Lilly: Forteo

Hoffman-La Roche AG (Switzerland): oncology product, not yet public

Knoll AG (Germany): anti-hypertension product, not yet public

IDM (France): oncology products, not yet public

Takeda Pharmaceuticals (Japan): new product, not yet public

Warner Lambert: brand assessment and strategy for Zantac

Abbott Labs: brand assessment and strategy for Glucerna line extensions

TAP Pharma: Uprima

Immunex: NuVance

Kodak: LifeView and DirectView

Microsoft: Outlook, Exchange and X-Box

Cadillac: Escalade

Duracell: PowerCheck

Corporate branding and strategy projects we've worked on include:

Alkermes, Inc: brand assessment, positioning, logo and tagline, "Science that Delivers."  
 Applied Biosystems: brand assessment, strategy and positioning for PE Informatics division  
 AP Cells: created new corporate name, Anosys  
 Magainin Pharmaceuticals: developed new name and logo, now Genaera Corporation  
 Legato: created new corporate web site  
 SONICblue: formerly S3, created new corporate name, logo and web site

We encourage you to link to our web site, particularly our "Medical/Pharmaceutical" section. Please let us know if we may be of assistance. We look forward to hearing from your team.

**Press Releases on Addison Whitney:**

<a href="#">In Memory of Patrick Swayze, Songwriter Encourages People to Throw Away Cigarettes - and She's Got Her New CD - Free!</a>	20th November, 2009	Karen Sokolof Javitch	<i>OMAHA, Neb., Nov. 20 /PRNewswire/ -- Karen Sokolof Javitch is hoping that her new CD: STAR TRACKS - THE TRIBUTE ALBUM will encourage people to throw away their cigarettes! "It's worth a</i>
<a href="#">Smoking Contributes to Back Pain and Ineffective Surgical Treatments</a>	18th November, 2009	Chicago Institute of Neurosurgery and Neuroresearch	<i>CHICAGO, Nov. 18 /PRNewswire/ -- Smoking cigarettes not only contributes to lung cancer and emphysema, it also leads to back pain and spine problems, according to recent studies and observations from</i>
<a href="#">Concuity Announces Next-Generation Revenue Cycle Management Solution</a>	16th November, 2009	Concuity, A Healthcare Division of Trintech, Inc.	<i>VERNON HILLS, Ill. and DUBLIN, Nov. 16 /PRNewswire-FirstCall/ -- Concuity, a healthcare division of Trintech (Nasdaq: TTPA) and a leading provider of Revenue Cycle Management technology and services,</i>
<a href="#">Milestone Scientific Announces Third Quarter 2009 Results</a>	12th November, 2009	Milestone Scientific Inc.	<i>-- Net loss was \$1.59 million, or \$0.12 loss per basic and diluted share, compared to a net loss of \$1.28 million, or \$0.10 loss per basic and diluted share. Financial</i>

[Milestone to Report Results for 2009 Third Quarter on Thursday, November 12, 2009](#)

10th November, 2009

Milestone Scientific Inc.

PISCATAWAY, N.J., Nov. 10 /PRNewswire-FirstCall/ -- Milestone Scientific Inc. (OTC Bulletin Board: MLSS), the recognized leader in computer-controlled injection technologies, today announced that the

## BioCorporate Profiles - upgrade to a full profile

BioPortfolio's BioCorporate full profiles offers your organization the opportunity to increase internet traffic to your corporate web site and enhance awareness of your business, technology, products and services. BioCorporate profiles are dynamic and are updated weekly with new information sourced from core information resources: publications, clinical trials, patents and global news.

Why you should upgrade your BioPortfolio BioCorporate profile:

- the ability to amend and add information on products and services to your profile using a membership username and password
- the option to add a corporate logo
- the creation of high value URL links back to your organization's website which will improve search engine ranking - resulting in increased site traffic
- the option have your press releases published on BioPortfolio and distributed via our BioNewsCast service
- an enhanced BioCorporate profile will also improve your exposure on BioPortfolio's related service InDepth and GeneDB

The annual cost is \$995.00 for established organizations and \$495.00 for organizations less than 12 months old.

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