



ADG Pharma Rebrands as Pharmatas and Targets US Market

Carlow, Ireland January 2, 2007 – ADG Pharma, one of the leading global providers of pharmaceutical and healthcare teleservices, today announced the initiation of a global rebranding of their services. ADG Pharma has changed its name and will now trade as Pharmatas. The re-branding is designed to bring the company image into line with its leading position in providing very specialized pharmaceutical telemarketing services.

Pharmatas is a privately owned business, headquartered in Ireland.

Commenting on the rebranding of the company's direct-to-physician and pharmacy telemarketing programs Mr. Noel Donohoe, Chairman stated, "2006 saw very aggressive growth plans in terms of revenue and infrastructure development for our organization. With the new challenge presented to us by the US and Canadian markets, we felt the time was right for a change in image more suited to these geographies."

Pharmatas prides itself in the provision of very specialized physician telemarketing and pharmacy stocking programs. Through tried and tested methodologies and processes Pharmatas is expert at helping pharmaceutical and healthcare organizations consolidate and increase revenue from key product lines.

According to Mr. Donohoe, "We are in a unique position entering this new calendar year. I believe the quality of pharmaceutical teleservices that Pharmatas provides is unequalled by any of our competitors. By using the most up-to-date communications technology and high-quality staff we deliver a value added solution that no other provider can match."

About Pharmatas

Pharmatas helps pharmaceutical companies achieve the full market potential of promotionally sensitive products by direct and efficient contact with the high prescribing market and selected specialists. Using well-refined and experienced approach, it works with the pharmaceutical marketer to design brand-specific campaigns that lengthen the product life cycle and increase Rx writing by physicians. Pharmatas is headquartered in Carlow, Ireland and serves predominantly North American and European markets. The company executes direct to physician and

pharmacy telemarketing programs primarily targeting U.S. physicians and healthcare professionals, as well as both chain and independent pharmacies.

To learn more about Pharmatas Direct-to-Physician or Pharmacy Stocking programs please contact us by telephone or e-mail for a quick response:

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