

# HUNTSWORTH

13 July 2007

## Huntsworth plc

### Acquisition of AXIS Healthcare Communications LLC

Huntsworth PLC ("Huntsworth"), the international public relations group, announces today that it has acquired a one hundred percent stake in AXIS Healthcare Communications LLC and its subsidiaries (together "AXIS"), a leading healthcare communications company operating in the USA.

This acquisition further extends the reach of Huntsworth Health into the USA, the largest healthcare market in the world, where many of the world's major pharmaceutical companies are headquartered. AXIS will broaden Huntsworth Health's US base following the acquisition of Dorland Global Corporation in March 2007. While both businesses operate in the healthcare communications arena, their spheres of expertise are different - AXIS provides services to clinical, medical, marketing and sales training departments of pharmaceutical, biotech and medical device companies, while Dorland works principally with the marketing departments. In addition, the client base for both companies is diverse, covering big pharmaceutical companies, emerging companies and device manufacturers. As a result there is significant potential to offer additional services to the existing client base of both companies. AXIS also includes the new healthcare marketing and advertising agency 'Evoke', which specialises in the growing market for digital communications.

Following the acquisition, Huntsworth Health will be able to offer integrated services in the healthcare sector having a global network and critical mass of more than 500 employees worldwide. Huntsworth Health will be well positioned as a major player in the global and US healthcare communications marketplaces.

AXIS has been acquired from Neil Matheson and six other shareholders who are members of the senior management team of the company. Neil Matheson will continue to lead the business following the acquisition. He will report to David Rowley, Chief Executive of Huntsworth Health.

Initial consideration is US\$18.4 million paid in cash. Deferred consideration may be payable, with an interim cash payment based on profits for the six months to 31 December 2007 and a final cash payment based on profits for the four years to 31 December 2010. The maximum total consideration that could be payable is no more than US\$55 million.

For the year ended 31 December 2006, AXIS had consolidated profit before tax of US\$2,627,000. The consolidated gross assets at 31 December 2006 were US\$14,411,000.

Lord Chadlington, Chief Executive of Huntsworth, said:

"We are delighted to announce the acquisition of AXIS, which is another important strategic step towards achieving a leadership position in the global, integrated healthcare communications business. Together, AXIS and Dorland provide the foundation for a powerhouse business in the US which, when teamed with our European presence, strengthens our global healthcare communications network. The services provided by AXIS are complementary to the market research, advertising, and public relations services that we already offer through Huntsworth Health UK and the recently acquired Dorland Global in the US."

Neil Matheson, Chief Executive Officer of AXIS, said:

"In order to continue to realise our vision of being the world's leading integrated healthcare communications company, we were looking for a partner that would enable us to expand our service offering while also expanding our network on a global basis. I am thrilled that we have found the perfect partner in Huntsworth and I am very excited about the range of integrated services we can now offer our clients through the Huntsworth global network."

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Notes to Editors:

AXIS Healthcare Communications LLC

AXIS was founded in 1999 by its principal shareholder Neil Matheson. AXIS offers a comprehensive range of healthcare communications services through its group of agencies that includes Curatio CME Institute, an accredited provider of continuing medical education; ApotheCom Associates and Helix Medical Communications, medical communications agencies offering strategically-driven science-based communications and educational programs; Evoke Healthcare Interactions, a full service interactive agency, and AXIOM Professional Health Learning, a sales training and professional development company. Major clients include Pfizer, Genentech, Merck, Schering-Plough, AstraZeneca, Biogen IDEC, Janssen, Cephalon and Roche.

Headquartered in Philadelphia, AXIS employs 220 people in seven offices located in Boston, New York, Bridgewater, Philadelphia, San Diego and San Francisco.

Prior to setting up AXIS in 1999, Neil Matheson had sixteen years experience in the industry. He spent the first seven years in New Zealand in various roles before transferring to the United States with Adis to become Executive Vice President. In 1994 he became a founding partner of OCC North America, Inc., a full service medical communications agency.

Huntsworth Health

Huntsworth Health is the healthcare communications division of Huntsworth plc. The UK operation employs over 100 staff and, through its expertise in advertising, medical communications, PR and research, is the largest integrated agency in the UK. Both AXIS and the recently acquired Dorland Global fall under the Huntsworth Health umbrella.

In combination with its Huntsworth partners Trimedia and Mmd, Huntsworth Health now has a major presence across Europe and North America, and is an increasing force in the global healthcare communications market, having relationships with 34 of the top 40 pharmaceutical and biotech companies. Recent wins include Novartis, Roche, Sanofi-aventis and Baxter, as well as a major global assignment from Novartis Vaccines.