

MAXIOM GROUP'S TODD APPLEBAUM TO SPEAK ON PANEL AT PHARMACEUTICAL SUPPLY CHAIN SUMMIT

Company Vice President to Focus on Reconciling Sales and Demand Forecasts Through Effective Operations Planning

Waltham, MA, September 10, 2007 - Maxiom Consulting Group, Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, will lend its expertise to the LogiPharma 2007 Pharmaceutical Supply Chain Event in Philadelphia. Todd Applebaum, Vice President Strategy/Operations Practice, Maxiom Group, will participate in a panel discussion titled, "Reconciling Sales and Demand Forecasts with Supply Chain Plans through Effective Sales and Operations Planning" on Wednesday, September 19 at Loew's Philadelphia Hotel. The presentation will begin at 9:45 a.m.

"Forecasting and demand planning are among the most crucial functions in supply chain management," explained Applebaum. "By developing solid operations plans, we are better able to address market and industry changes and identify the appropriate tools to support overall supply chain operations. Because Maxiom Group has been helping clients in this capacity for years, I am pleased we will be able to share some of our experiences and successes in effective supply chain management."

Panelists include Philip C. Buechner, CPIM, Director, Demand Management, Novartis Pharmaceutical Corporation; Farong Li, Executive Director, Forecasting, Amgen Inc; and TC Baker, Vice President, Industry Solutions, Wam Systems.

Among the issues the panel is expected to address are the use of S&OP to assess the financial impact of supply and demand situations and making "right time" adjustments where necessary; improving reporting systems and practices; integrating sales force and supply chain planning processes; and examining the politics and perceptions related to demand planning versus financial commitment/budget.

The LogiPharma 2007 event will be held at Loew's Philadelphia Hotel September 17-19. The program will serve as a forum for knowledge-sharing and idea exchange on the challenges and issues surrounding pharmaceutical supply chain management. For more information, visit www.wbresearch.com/logipharmausa.

ABOUT MAXIOM GROUP

Maxiom Group is a leading strategic business and IT consulting firm exclusively serving the life sciences industry. We help transform emerging, established and mature biotechnology, pharmaceutical and medical device companies at each stage of their life cycle by solving mission critical business issues. From drug discovery and development, to clinical trials, to commercial launch and sustained market leadership, Maxiom Group clients rely on our unique focus, insight and approach. For more information please visit www.maxiomgroup.com.

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