

MAXIOM GROUP ADDS BIOTECHNOLOGY PIONEER TO ITS TEAM

Carl Rausch, Co-Founder and former Chairman & CEO of Biopure, to Help Clients Accelerate Time to New Drug Application and Commercial Launch

Waltham, MA, February 12, 2007 – Maxiom Consulting Group, Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, today announced that biopharmaceutical pioneer Carl Rausch has joined the company as Executive Director. Carl will help clients navigate through the complex journey from product development to commercial launch. Formerly the co-founder, Chairman and CEO of Biopure Corporation, Carl extends Maxiom Group's comprehensive capability to help transform life sciences companies throughout the various stages of their business life cycle.

"As a true industry pioneer, Carl brings extensive global knowledge and expertise across the entire process of drug development, regulatory filings and launch," said Scott Chizzo, President and CEO of Maxiom Group. "Carl is already applying innovative business practices with clients that will substantially reduce their time to submission and commercial launch."

Carl Rausch has been a prominent and successful executive in the biotechnology and biopharmaceutical industries for 25 years. Among his many accomplishments, he was co-founder of Biopure Corporation where he obtained multiple FDA and EMEA trial authorizations, managed the successful completion of over 170 pre-clinical and clinical trials, and negotiated several industry partnerships on a global scale.

"Maxiom Group is helping life sciences companies solve issues at the very heart of their business," said Rausch. "Together, we're applying proven, innovative business models to help Maxiom Group clients scale without having to make large investments in their infrastructure."

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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