

MAXIOM GROUP TO PRESENT AT CBI'S DRUG TRACKING SUMMIT

Maxiom Group's Gary Lerner and Oracle's Arvinth Balakrishnan to discuss the Impact of Pedigree and Serialization Requirements on Packaging and Distribution Systems

Waltham, MA, April 29, 2008 – [Maxiom Consulting Group](#), Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, today announced Maxiom Group executive Gary Lerner, along with Arvinth Balakrishnan, Senior Director, Life Sciences at Oracle, will be featured speakers at the Center for Business Intelligence's Premier Drug Tracking Summit in Princeton, NJ, May 15-16, 2008. The presentation will occur on Friday, May 16th at 2:35 p.m.

Gary Lerner is Executive Director of Brand Integrity at Maxiom Group. Gary designs and develops authentication and mass serialization solutions which protect products from counterfeiting, gray market, tampering, and fraudulent returns. A pioneer and recognized expert in supply chain integrity solutions, Gary has worked with more than 35 leading brands in the pharmaceutical, healthcare, high technology, and consumer industries.

In his role at Oracle, Arvinth Balakrishnan works closely with leading pharmaceutical, biotechnology and medical device manufacturers to understand their business pressures and strategic initiatives. He also develops, executes upon and communicates Oracle's strategy and focus on Life Sciences to senior IT and business executives in the sector.

The presentation will focus on the impacts of new regulatory requirements on product packaging and distribution systems. Gary and Arvinth will highlight the challenges information systems face in order to support item level serialization, item-case-pallet aggregation, warehouse management, order fulfillment and chain of custody tracking. They will outline an approach to obtaining compliance without vastly disrupting current packaging and fulfillment work flow processes.

To register for this event, please call the Center for Business Intelligence at 1-800-817-8601, or visit <https://www.cbireg.com/webreg/RegGate.wbr?PC08023>.

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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