



PRESS RELEASE

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SUDLER's eHealth Group Signs Agreement With NextGxDx

New York, May 15, 2013— Sudler & Hennessey, one of the leading global healthcare communication agencies, announces an agreement between Sudler's eHealth Group and NextGxDx, an online genetic testing marketplace for healthcare providers and hospitals.

Emerging trends in healthcare focus on cost, quality, and access to care and information. As personalized medicine continues to expand, and as new genetic tests are introduced daily, integration of these tests into clinical practice is a growing challenge for healthcare providers. The innovative NextGxDx solution consolidates and curates data on genetic tests to help users compare and order tests in a simple way that reduces paperwork and streamlines the ordering process leading to more time with their patient.

This is especially critical now as the NIH announced that Genetests.org, one of the most commonly used gene test databases, is being discontinued on June 4, 2013.

"Working with the Sudler eHealth Group is an excellent opportunity to drive awareness, and Sudler's knowledge of physician engagement is another innovative step for us to take **in connecting with healthcare professionals**. Collectively, NextGxDx and Sudler eHealth will drive change in the way genetic tests are researched and ordered," said Mark Harris, PhD, CEO of NextGxDx.

According to Cassandra Sinclair, Managing Director eHealth Group, "We're very excited to be working with NextGxDx as they build a new marketplace for genetic testing that will create transparency in the industry. Our strategic expertise, integrated insights, and creative capabilities, along with our decades of healthcare experience, will significantly help NextGxDx meet the next milestone".

The Sudler eHealth Group partners with health information technology (HIT) companies to effectively tap into the healthcare market through strategic communications, education, and training of healthcare professionals. Using its strategic, integrated insights and capabilities, they have moved markets for their pharmaceutical clients and will use this foundation and experience to help HIT companies drive market change at the point of care.

If you would like more information about how Sudler's eHealth Group can help find solutions, visit www.sudlerehealth.com or contact any of our eHealth leaders:

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About NextGxDx

NextGxDx provides an online genetic testing marketplace that offers healthcare professionals and hospitals the ability to access up-to-date listings of all genetic tests from CLIA-certified laboratories, view pertinent information about each test, order tests online, and manage results electronically within the HIPAA-compliant portal. By providing clinicians with a one-stop-shop to search, compare, and order genetic tests, NextGxDx reduces the time and costs associated with the ordering of genetic tests. For more information, visit www.NextGxDx.com.

About Sudler & Hennessey

The S&H Group is a global healthcare marketing and communications organization with offices around the world. The network includes two global communications agencies, Sudler & Hennessey and Sentrix Global Health Communications, with US headquarters in New York City. S&H also has specialized divisions in medical education (IntraMed Educational Group, Precept Medical Communications, and Current Medical Directions), as well as in market research and strategic planning, branding, publication strategies, sales training (HealthAnswers and Transart), digital solutions (Sudler Digital), eHealth Solutions (Sudler eHealth Group), consulting (Primary Source), healthcare management (Quality Matters), and consumer health marketing (Sudler Consumer). For more information, please visit www.sudler.com.

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