

SK&A Announces Healthcare Agency Service Team

IRVINE, CA – July 10, 2009 – With the growing demand for more specialized service in healthcare and pharmaceutical advertising, SK&A today announced the addition of its healthcare agency service team. Two-year SK&A account manager Andrew Stanton and new-hire account executive Monica Browka will head up the division, which aims to provide tailored solutions to healthcare and pharmaceutical advertising agencies. Stanton will be based on the West Coast at SK&A's Irvine, Calif., office while Browka will be on the East Coast in Hillsborough, New Jersey.

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SK&A provides a variety of healthcare data products and services for agency clients such as email deployments, fax broadcasts, direct-mail lists, healthcare site and professional profiling, and custom market research. SK&A has the ability to match healthcare sites/professionals, group practice affiliations, hospital affiliations, business email addresses, decile data and other targeting variables with the agency clients' lists. Agencies are using SK&A resources to effectively reach healthcare practitioners for product promotion, product education, drug recalls, CME registration and deadlines, new indications and physician surveys.

About SK&A Information Services, Inc.

Celebrating its 27th anniversary, SK&A researches and maintains contact and profiling information for over two million healthcare practitioners, including 800,000-plus prescribers. SK&A offers the highest quality database of practitioner email addresses. SK&A's customers include many of America's most recognized healthcare and pharmaceutical institutions.

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