



## WWMR, Inc. Expands with a New East Coast Branch Office

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### FOR IMMEDIATE RELEASE

SAN FRANCISCO, January 1, 2008/PRNewswire/ - WWMR, Inc. a leading strategic consultancy servicing the Biotech, pharmaceutical, medical device and diagnostics communities throughout the United States since 1994, announced today that they have opened a new branch office in the Philadelphia area, headed up by Walter Moretto, an experienced consultant with the company. Walter has been with WWMR, Inc. for four years, bringing a scientific background to market research and strategic consulting projects. His experience in the health care industry is complemented by his extensive research experience.

WWMR, Inc. is a marketing research and strategic consulting firm with global capabilities, known for conducting focused and solution-oriented research across all phases of drug development.

WWMR, Inc.'s new East Coast office in Oreland, Pennsylvania is convenient to Biotech and pharmaceutical companies located in the New York/New Jersey, Philadelphia and Boston areas. As the firm's San Mateo, California office is located twenty minutes south of San Francisco, the company is now bi-coastal, enabling them to serve and expand a nationwide client base.

Speaking on the occasion, Susan Bartlett Olsen, President, WWMR, Inc., said that "The East Coast is a key market for us – thanks to Walt's interest in relocating, we have been able to expand our coverage of the US 'time-zones' while maintaining the high standard of consulting experience that we are known for on the West Coast."

In support of its extensive services and growing client base, WWMR, Inc. has an experienced staff of Senior Consultants and Market Research Analysts. WWMR, Inc. also continues to expand its line of EP Publications over the coming year, with:

- Pain Clinic Monitor – a monthly audit of 100 carefully selected Pain Clinics, reporting treatment details for 10 patients, as well as detailing visits for up to five representatives.
- 2008 U.S. Neuropathic Pain Report – this fourth edition will feature two new chapters – Fibromyalgia and Neuropathic Cancer Pain.

WWMR is also in the process of redeveloping its website. The new website will reaffirm WWMR, Inc.'s commitment to providing cost-effective business decision support to its pharmaceutical, Biotech, medical device and diagnostics clients who want to optimize the revenue potential of their product portfolio through effective business decisions.

WWMR, Inc. designs and executes research which brings clarity, reveals innovative opportunities and provides deeper understanding across all phases of drug development. This enables our clients to:

- Demonstrate the commercial value of product/partnering opportunities
- Optimize the revenue potential of their product portfolio
- Identify and evaluate additional business opportunities

For more information about WWMR, Inc.'s services please contact Michelle Nordstrom, Office and Production Manager at the Corporate Headquarters:

WWMR, Inc.  
2929 Campus Drive  
Suite 200  
San Mateo, CA 94403  
Phone: (888) 947-2339  
(650) 513-0300  
Fax: (650) 312-1570  
[www.WWMR.com](http://www.WWMR.com)  
[Michelle\\_Nordstrom@WWMR.com](mailto:Michelle_Nordstrom@WWMR.com)