



WWMR, Inc. Expands to New Corporate Offices

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WWMR, Inc. has expanded and relocated its corporate offices San Mateo, California. WWMR, Inc. is a marketing research and strategic consulting firm with global capabilities, specializing in business decision support by providing effective knowledge management services and tools.

The new corporate headquarters enables WWMR, Inc. to more fully meet the growing needs of its clients by providing a variety of services and resources, which include the following:

- commercial assessments of new product opportunities,
- worldwide qualitative and quantitative primary and secondary market research,
- competitive intelligence reviews,
- population projections--disease and country specific,
- worldwide market reviews; global forecast modeling, and
- and EP Publications, multi-client reports that pinpoint trends and evaluate emerging opportunities.

The spacious and comfortable new corporate headquarters feature an in-house interview/focus group facility, including an observation room, as well as full video and audiotaping capabilities to accommodate both focus groups and personal interviews.

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, including eleven disease-specific patient compliance reports, with plans for several more reports addressing other pertinent topics planned this year.

The expansion to new headquarters reaffirms 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. was founded in 1994 as an independent marketing research and strategic consulting firm with global capabilities. Since its inception, WWMR, Inc. has provided more than 500 high quality, customized, and insightful studies to clients in the pharmaceutical, biotech, medical device and diagnostic communities. Enhanced Perspective Publications (EP Publications) is the multi-client publication arm of WWMR, Inc.

WWMR, Inc. designs and executes research that enables its clients to:

- demonstrate the commercial value of product/partnering opportunities,
- optimize the revenue potential of product portfolios, and
- identify and evaluate additional business opportunities.

For more information about WWMR, Inc.'s consulting services please contact Susan Olsen, President, Eric Schauble, Vice President of Consulting and Operations, or Maria Rugani, Vice President of Consulting and Publications at the new Corporate Headquarters. For more information about EP Publications, please contact Maria Rugani, Vice President of Consulting and Publications.

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